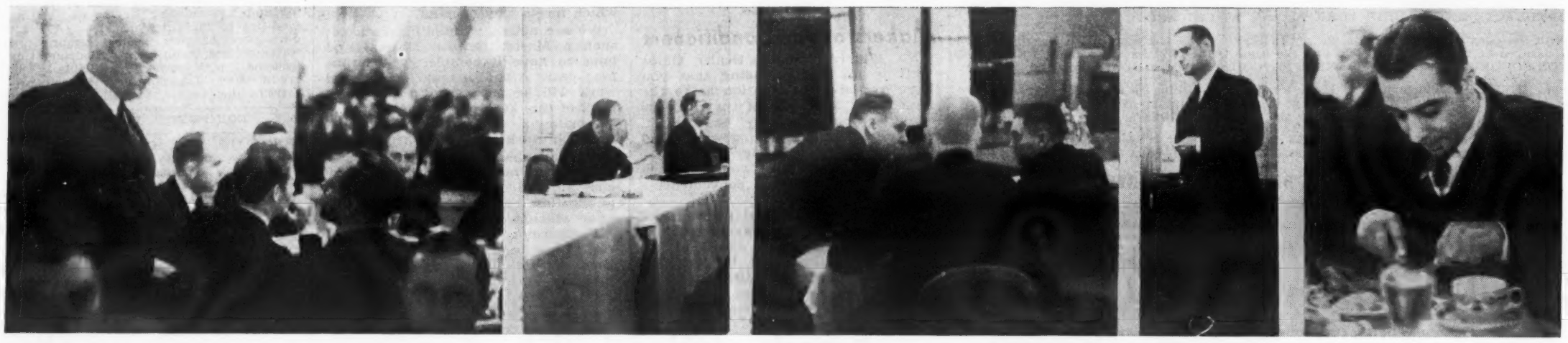
Fairbanks-Morse Distributors View New Conservador Models

Candid Camera Catches Close-ups of Refrigeration Industry's Latest Merchandising Organization

(1) Irving Sarnoff of Bruno-New York, Inc., New York distributor, gives the Fairbanks-Morse box a final once-over before placing his order for 1,500 units. (2) F. V. Archer, field sales manager for Fairbanks-Morse Home Appliances, Inc., talks things over in a Hotel Stevens corridor with A. C. Dodge (right), vice president in charge of sales of Fairbanks, Morse, Inc., the parent company. (3) Fred B. Jenkins, Jr., of the Jenkins Music Co., Kansas City distributor, does some figuring on margins. (4) Charles Turnock, Milwaukee distributor, enjoys his midday vittles. (5) Harold A. Glasser, sales manager of the home appliance division of Bruno-New York, who invented the new Fairbanks-Morse feature, the Conservador.



(1) Vice President A. C. Dodge looks benignly upon a table of Fairbanks-Morse field men. (2) Salesmanager Addison Brown engages in a moment's silent prayer before mounting the rostrum to address the gathering. (3) Mr. Brown again (left) giving the low-down to a couple of distributors. Fred B. Jenkins, Jr., Kansas City distributor, rises to give his opinion of the line. Fred Nye of the Charles Turnock Co., Milwaukee distributor, was so hungry after the long Thursday morning session that he ate two lunches with gusto.

(1) A. C. Dodge (left), vice president in charge of sales of Fairbanks, Morse, peers over his noseglasses at somebody on the other side of the table, while Fred B. Jenkins, Jr., of the Jenkins Music Co., Kansas City, listens also. Fairbanks-Morse officials thought this was the best of the 150 pictures taken by Editor George F. Taubeneck at the convention. (2) Louis Buehn (center), prominent Philadelphia appliance distributor. (3) Mortimer Frankel (right), vice president and general manager of Fairbanks-Morse Home Appliances, apparently likes the looks of the sales tabulation sheet. (4) All we can see of the spellbinder at this table is a cigaretted hand; but judging from the tense expressions of the other two gentlemen, he must be good.

(1) Two distributors compare their voluminous notes. (2) Salesmanager Addison Brown (center) checks his data with two assistants. At the far right of the picture may be seen Prof. Fred E. Clark of Northwestern University, who should be in the Brain Trust (see page 4). (3) Backs, just backs. (4) P. C. Brooks (second from right), interprets a moot point.

(1) Field Salesmanager F. V. Archer (left) converses with P. C. Brooks, executive vice president of the parent company, and Harold Glasser (right) of Bruno-New York, inventor of the Conservador. (2) "All right, Mr. Distributor," says a field representative, "let's get down to cases. For how many carloads shall I put you down as a starter?" (3) A. C. Dodge (left), vice president in charge of sales, and P. C. Brooks, executive vice president of the parent company, hear a funny one. (4) Southeast side of a table of distributors facing north.

THE NEWSPAPER OF THE INDUSTRY

ELECTRIC REFRIGERATION NEWS

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Norge Increases Floor Space of Muskegon Plant

Steel Plant, Lacquer-Mixing & Receiving Rooms Enlarged

MUSKEGON, Mich.—Addition of about 17,000 sq. ft. of floor space, or nearly 50 per cent, to the steel plant of Norge Corp.'s factory here has been started.

A new one-story building 56 ft. wide and 170 ft. long, and a two-story structure 35 ft. wide and 210 ft. long are being erected of brick, steel, and reinforced concrete. Two smaller additions, one increasing the size of the lacquer-mixing room, and the other extending facilities for receiving raw materials, will be started soon for completion in a few weeks.

The new one-story addition to the steel plant is about the same size as an addition erected a year ago. Other minor building alterations are being considered. A sizable amount of new equipment, including elevator apparatus, will be installed.

Norge also has leased the former Bennett Pumps Corp. building in Muskegon, with an option to purchase the plant, which has a total floor space of about 120,000 sq. ft. The company increased factory employment materially on Nov. 1 in preparation for 1935 sales operations.

For the 10 months ending with October, Norge shipments totalled 166 per cent of the like period in 1933, October being 76 per cent ahead of the same month last year. As of Oct. 31, open orders were 424 per cent of those on corresponding date in 1933.

New York City Group Elects 7 to Board

NEW YORK CITY—At a meeting held Nov. 16 at the Broadway Central hotel here, the recently organized Master Refrigeration Association, Inc., elected seven members to its board. The association comprises executives, owners, and financiers of refrigeration engineering, installation, maintenance and service companies.

New directors are C. E. Colyer, Lawrence Sergio, Edward A. Wenk, E. O. Smith, John W. Galigher, Charles E. Munson, and John Cosgrove. Officers are: president, J. G. Riordan, vice president of Utility Refrigeration Co., Inc.; vice president, T. W. Binder, proprietor of T. W. Binder Co.; secretary-treasurer, E. S. Lape, secretary-treasurer of Kulair Corp.; sergeant-at-arms, S. B. Dunne, proprietor of S. B. Dunne Co.

Buehn to Distribute New Atwater Kent Units

PHILADELPHIA — Louis Buehn, Jr., of the Louis Buehn Co., local appliance distributor, declared last week that his firm would distribute the new Atwater Kent refrigerators.

Peoria Store to Handle Both Crosley Lines

PEORIA, Ill. — The Cohen Furniture Co. of this city has been appointed a dealer for both Crosley radios and refrigerators.

Comfort Cooling for Texas Babies

Model No. 10 Ilg Spot Kooler keeps summer temperatures 10° F. below outdoors in the nursery of the Houston Memorial Hospital, Houston, Texas. The air conditioner appears in the rear left corner of the room.

DeWitt Will Manage Kelvinator Division

DETROIT—W. M. DeWitt has been appointed manager of Kelvinator Corp.'s domestic advertising and sales promotion department, according to an announcement made Nov. 10 by Vance C. Woodcox, Kelvinator advertising director.

For the past four years a Kelvinator district manager, Mr. DeWitt since 1925 has been active in electrical appliance merchandising in the south and east. Following five years of public utility field work, he was named a Kelvinator district manager in 1930, directing sales operations in Indiana, Kentucky, and southern Ohio.

From August, 1932, to the present he has been district manager for the Florida, Alabama, Mississippi, and Georgia territory, his work including supervision of Kelvinator's relationship with distributors and utilities in that region.

Selected as assistant to Mr. DeWitt is Wilbur E. Saylor, who since 1932 has been in the merchandising division of Kelvinator's sales promotion department. Mr. Saylor before coming to Kelvinator spent several years in publicity and advertising work for Frigidaire Corp.

Private Show for Men Sells Norges as Xmas Gifts

ATCHISON, Kan. — Every year around Christmas time, a Norge dealer here locks his doors to promote refrigeration sales. He says it pays.

In daytime, business goes on as usual, but after supper the door is closed and the windows blanketed. Men of the community are invited to visit the display room, inspect and consider Norge refrigerators as Christmas gifts for their wives. Women demonstrate the models.

There is good reason for the curtained windows, says the dealer. Snooping neighbors can't carry advance dope to Mrs. Smith that her husband is looking at Norges.

Stewart-Warner Issues Specifications on Midget Model

CHICAGO — Stewart-Warner Corp. has recently made public specifications of its new "baby" model (No. 254) which has only 2.5 net cu. ft. of food storage space, but which is designed like other models in the line.

Overall dimensions of the "baby" model are height, 35½ in.; width, 23 in.; depth, 23-15/16 in.

This model has one shelf, and a total shelf area of 4.4 sq. ft. There are two aluminum ice trays which produce 56 ice cubes at a freezing.

Condensing unit employed in this model has a 2-cylinder compressor, which is operated by a ⅛-hp. motor.

The cabinet has 2 in. of Balsam Wool insulation in the top, 1⅞ in. in the sides, 2¾ in. in the door.

Second Hearing Friday On New Detroit Code

DETROIT—The new refrigeration ordinance proposed for the city of Detroit will come up for discussion again this Friday, Nov. 23. The ordinance was first presented by the department of buildings and safety engineering at an open meeting on Friday, Nov. 9. All interested parties are invited to attend the coming meeting, at 2 p. m. Friday, Nov. 23, in the City Service building.

Boston Men Distribute Superfex Conditioners

BOSTON—Superair Conditioning Corp. has been formed here to handle the Superfex winter air conditioner, manufactured by Perfection Stove Co.

President of the new concern is James Maratta, formerly connected with General Electric and the Minneapolis-Honeywell Co. Thomas S. Barbick, formerly with Holland Furnace Co., is vice president and sales manager.

Speer Will Aid Nema In Housing Program

NEW YORK CITY—National Electrical Manufacturers Association has arranged for cooperation with the Federal Housing Administration by securing the assignment of J. W. Speer, manager of commercial air-conditioning products for Westinghouse Electric & Mfg. Co., to represent Nema at Washington with the FHA as advisor to the electrical industry.

Mr. Speer will be located with the Industries Division of the Federal Housing Administration at 1300 E St., Washington. He will devote his entire time to promotion of electrical industry cooperation with the better housing campaign.

633 Refrigerators Sold In Kansas City in Sept.

KANSAS CITY—Sales of household electric refrigerators in Kansas City during September totaled 633 units, a decrease from September of 1933, according to G. W. Weston, secretary-treasurer of the Electric & Radio Association of Kansas City.

Total for the year to Oct. 1 is 20,027 refrigerators, which is double the sales for all of 1933.

Kresge Store in Newark Adds Crosley Line

NEWARK, N. J.—Kresge Department Store has added the Crosley line of household electric refrigerators, according to Harold Bergman, sales manager for Apollo Distributing Co.

Asbury Park Dealer to Sell Norges

ASBURY PARK, N. J. — Scott's Radio, retail appliance organization with offices and showrooms at 410 Main St. here, has been appointed a dealer for Norge refrigeration.

Roosevelt Sets TVA as Model For All States

Challenges Obstructionists Of Tennessee Valley Program

BIRMINGHAM, Ala. — President Roosevelt on Nov. 18 topped off a tour of the Tennessee Valley by making two speeches—one in Tupelo, Miss., the other here—in which he used strong words to give the TVA program the signal for full speed ahead, and said, "What you are doing here is going to be copied in every state of the Union before we get through."

Tossing a blunt challenge to those resisting the program, he declared that TVA is no longer an experiment, and that "obstructionists" will do well to get in line while the getting is good, with no more resisting. The plan must receive growing interest and approval, and "wholehearted support and cooperation."

So large were the crowds which turned out to hear the President's extemporaneous addresses that he termed them "not thousands, but acres, of people."

At Tupelo, first city in the Tennessee Valley area to contract for use of TVA power, Mr. Roosevelt said in part:

"I suppose that you good people know a great deal more of the efforts that we have been making in regard to the work of the Tennessee Valley Authority than I do because you have seen its application in your own counties and your own towns and your own homes and, therefore, it will be like carrying coals to Newcastle for me to tell you about what has been done.

"But perhaps in referring to it I (*Concluded on Page 2, Column 1*)

Knoxville Proceeds With TVA Plans

KNOXVILLE, Tenn.—The city of Knoxville is said to be going ahead with plans to avail itself of a loan and grant of $2,600,000 authorized in December, 1933, by the Public Works Administration, for the construction of a municipal electric system by which it can obtain TVA power.

This action is said to be occasioned by the lapse of a contract, under which the TVA would have purchased a distribution system from a private utility company for the purpose of furnishing this city with power.

Lapse of the contract came about through the opposition of coal and ice companies, who obtained a court injunction pending a hearing next February on the proposed sale.

Memphis Votes to Buy TVA Power

MEMPHIS, Tenn.—Memphis has voted to buy Tennessee Valley Authority power.

What the voters in this city of 250,000 persons did was to approve a bond issue of nine million dollars for the purpose of buying or building an electric distribution system.

This would enable the city to retail to citizens electricity purchased at wholesale from the TVA.

Informal Views of Kelvinator Men at Detroit Conclave—& Fairbanks-Morse Distributors at Chicago

(1) Charley Hadden (right) of Kelvinator thinks hard at a banquet for Kelvinator distributors. (2) C. M. Armstrong (left) of ReDisCo., Kelvinator finance agency. (3) George Mason (far right), Kelvinator president.

(1) Albert A. Buehn, Pittsburgh, listens to a Fairbanks-Morse speaker. (2) K. F. Schmidt, F-M refrigeration engineer. (3) Harold Rietz, Milwaukee

Fairbanks-Morse Distributors and Executives Lay Plans for 1935 During Convention in Chicago

(1) J. Roskin and George B. Birkhahn of Roskin Distributors, Inc., Boston, put their heads together. (2) Distributor L. D. Chisholm (standing) of Greenville, S. C., Karl F. Schmidt (seated, left), F-M refrigeration engineer, and A. H. Wherry, Jr., of Chester, S. C., swap opinions. (3) A banquet discussion—Schmidt and P. C. Brooks, executive vice president of Fairbanks-Morse. (4) Left to right—Frank Grieco and Carl S. Weber of Chicago, Samuel Goldner, Philadelphia, and A. B. Garnich, Ashland, Wis. (5) Messrs. Goldner, A. B. Garnich, and Will Garnich, Jr. (right).

Roosevelt Indicates TVA Project May Serve as Example for Rest of Country

(Concluded from Page 1, Column 5)

can use you as a text—a text that may be useful to many other parts of the nation, because people's eyes are upon you and because what you are doing here is going to be copied in every state in the Union before we get through.

"We recognize that there will be a certain amount of—what shall I say?—rugged opposition to this development, but I think we recognize also that the opposition is fading as the weeks and the months go by, fading in the light of practical experience.

"I cite certain figures for the benefit of the gentlemen of the press who have come hither from many climes. I am told that from March of this year, when you started using TVA power, the consumption of power for residential purposes has risen from 41,000 kilowatts to 89,000 kilowatts, an increase of 126 per cent.

"I understand that from the financial point of view, in spite of various fairy tales that have been spread in other parts of the country, your power system is still paying taxes to the municipality. That is worth remembering. Furthermore, that as a whole it is a remarkable business success.

"I talk about those figures first because it has been so often wrongly alleged that this yardstick which we are using could not be applied to private business and because a government yardstick receives so many favors that it is let off from paying this and paying that and paying the other thing. Well, we are proving it in this Tennessee Valley that by using good business methods we can instruct a good many business men in the country.

"And there is another side of it. I have forgotten the exact figures and I can't find them in this voluminous report at this moment, but the number of new refrigerators that have been put in—that means something besides just plain dollars and cents. That means a greater human happiness.

Improve Human Life

"Electric cookstoves and all the other dozens of things which, when I was in the navy, we used to call 'gadgets'—we are making it possible, all of us working together, to improve human life through the introduction of things that aren't especially new so far as invention is concerned, but things which are becoming more and more necessities in our American life in every part of the country.

"And I have been interested this morning in seeing these new homesteads—not just the buildings, not just the land that they are on, not just the excellent landscaping of the trees among which those homes have been set, but especially the opportunities that those homes are giving to families to improve the standard of living.

"And finally, my friends, there is one thing about all that you are doing here in Tupelo, that they are doing in Corinth, that they are doing in Athens, and Norris and the various other places where accomplishment can be seen today—aye, the most important thing of all, I think, is that it is being done by the communities themselves.

"This is not coming from Washington. It is coming from you. You are not being federalized. We still believe in the community, and things are going to advance in this country exactly in proportion to the community effort.

Believe in Community

"This is not regimentation—it is community rugged individualism. It means no longer the kind of rugged individualism that allows an individual to do this, that, or the other thing that will hurt his neighbors. He is forbidden to do that from now on—and it is a mighty good thing. But he is going to be encouraged in every way from the national capitol and the state capitol and the county seat to use that individualism in cooperating with his neighbor's individualism so that he and his neighbors may improve their lot in life.

"Yes, I have been thrilled by these three days—thrilled in the knowledge not only of practical accomplishment, but thrilled also in the belief—the deep seated belief on my part—that the people of this nation understand what we are trying to do, are cooperating with what we are trying to do, and have made up their minds that we are going to do it.

"And so, in saying 'goodby' to you for a short time—because I am coming back—I ask all of you, throughout the length and breadth of the Tennessee Valley and those areas which form an economic portion of that valley—I ask you all to remember that the responsibility for success lies very largely with you—confident that you are going to give to the nation an example which will be a benefit not only to yourselves but to the whole one hundred and thirty millions of Americans in every part of the land."

Birmingham Speech

In Birmingham, the President made these statements:

"I well understand the problem of the heavy industries, such as iron, steel, and coal—industries upon which you so largely depend. They are matters of the keenest concern to the whole administration.

"The great program of public works now in full swing calls for vast quantities of the iron and steel and other capital goods which this area produces.

"Definite improvement has already made its appearance as it has in the coal industry. The success of the NRA coal code appears not only in the more orderly mining of coal, but also in the more steady employment and the bigger pay envelopes of the thousands of miners who were in sore straits before the government acted.

"But, of course, for you who live in the economic area of the Tennessee Valley, the Tennessee Valley Authority must continue to receive your growing interest as it receives the growing interest and approval of so many other communities.

"The whole project can succeed fully only if it has the whole-hearted support and cooperation of the people of the area. I particularly bespeak of the people of Birmingham an active cooperation with the Tennessee Valley Authority.

"I am aware, of course, that a few of your citizenry are leaving no stone unturned to block and harass and to delay this great national program. I am confident, however, that these obstructionists, few in number in comparison with the whole population, do not reflect the views of the overwhelming majority of the people of Birmingham or the other cities where they reside."

GIBSON

OFFERS

A FULL FLEDGED REFRIGERATOR AT CHEST PRICES . . . .

Millions of American families who never before could afford an Electric Refrigerator, will now buy at "chest prices" and GIBSON presents an opportunity to reach this tremendous market . . . profitably!

The New GIBSON B-4 model is priced and sold with the single thought of being so definitely individual in quality and price that the dealer can meet any local competitive situation and still be in a position to make a satisfactory profit.

The GIBSON B-4 is not a "chest." It is not a "midget." It is a full-fledged Electric Refrigerator — but priced within the reach of the mass pocket-book.

GIBSON ELECTRIC REFRIGERATOR CORP.
Greenville, Michigan
Export Department: 201 N. Wells St., Chicago, Illinois, U. S. A.

FAST FREEZING EXTRA CAPACITY CHILLING UNIT
SPACIOUS FOOD CAPACITY DEFROSTING DISH
LABORATORY TESTED BEAUTIFULLY DESIGNED HARDWARE
PORCELAIN INTERIOR
DEFROSTING SWITCH
RETAILS AT $79.50 PLUS FREIGHT

LOOK at the food that can be comfortably stored in the GIBSON B-4 . . . . . .

3 quarts milk	5 lb. roast	3 grapefruit
2 half pints cream	3 leftover containers	6 lemons
2 dozen eggs	5 beverage bottles	6 oranges
2 lbs. butter	1 chicken (3½ lbs.)	2 lbs. lard
3 packages cheese	2 head lettuce	½ pt. salad dressing
4 cans fruit juice	2 cucumbers	1 Krisperator
1 bottle catsup	3 lbs. tomatoes	1 qt. water bottle
2 lbs. bacon	2 bunches celery	

WATCH FOR GIBSON'S ANNOUNCEMENT IN THE 1935 MODELS OF THE MOST REVOLUTIONARY IMPROVEMENT IN YEARS

WARNING

Electric Refrigeration News employs no subscription agents. Subscribers are warned against payment of money to strangers who may claim to be representatives of this publication. Reports have been received recently from various cities in Illinois and Wisconsin, indicating that a bogus subscription agent has been soliciting orders and accepting cash. Neither orders nor payment have been transmitted to Electric Refrigeration News by this imposter.

Please note that Electric Refrigeration News does accept orders transmitted by established magazine agencies. We do not encourage this practice and would much prefer to have all orders sent to us direct. Furthermore, we cannot assume any responsibility for the activities of magazine agencies and it is our experience that delays and errors frequently result from placing orders through these channels. We accept such orders when received, however, because large companies which subscribe for a great many publications find it more convenient to do business with these organizations.

Subscribers are advised to make remittance by mail directly to Electric Refrigeration News, 5229 Cass Ave., Detroit, Mich. In only a few instances in the entire history of the paper have mail remittances failed to reach this office.

New Crosley Dealers Are Appointed in Ohio

CLEVELAND—E. J. Rueth, manager radio sales, Frankelite Co., local Crosley distributors, has appointed the following dealers for Crosley radios: Rudolph Wurlitzer Co., 110 E. Federal St., Youngstown, Ohio, and 1015 Euclid Ave., Cleveland; and the Colonial Furniture Co., 2193 Ontario Ave., Cleveland.

Rempe Fin Coil Co.
340 N. Sacramento Blvd.
CHICAGO
Phone: Kedzie 0483
ALUMINUM, COPPER, AND GALVANIZED SEAMLESS STEEL *FIN COILS*
Send for our new price list and discount sheets

Eastern Distributors Of G-E to Meet

NEW YORK CITY—General Electric specialty appliance distributors from the middle Atlantic states will assemble today (Nov. 21) at the General Electric building here to discuss winter sales plans, according to E. H. Campbell, sales promotion manager of Rex Cole, Inc., New York G-E distributor.

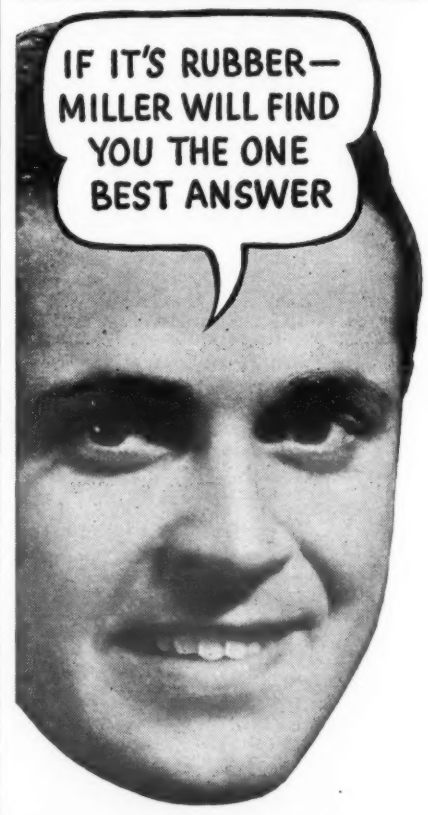
P. B. Zimmerman, manager of General Electric Co.'s specialty appliance sales department, Cleveland, and A. M. Sweeney, manager of the department's sales division, will direct the conference.

Cooperation with the Federal Housing Administration through advertising, promotional effort, and through contacts of the sales organizations will be one of the most important subjects under consideration.

Borg-Warner Earns $2.04 per Share

DETROIT — Borg-Warner Corp., parent company of Norge Corp., reported a net profit of $2,521,252, equal to $2.04 a share for the nine months ended Sept. 30. This compares with a net profit of $986,103 or 70 cents a share for the same period last year.

For the quarter ended Sept. 30, the net profit was $570,724 as compared with $650,931 for the same last year.



Special Service on SPONGE RUBBER PARTS

TEN years of close cooperation have made Miller's technical staff part of the electric refrigeration industry. We know your problems. We have helped solve many of them. Sponge rubber, for instance. Improvements developed by Miller are performing valuable service for leading manufacturers, in new uses of sponge rubber. Our consulting service is yours for the asking. Just write Miller Rubber Products Co., Inc., Akron, Ohio.

OUR EXPERIENCE WILL SAVE YOU TIME AND MONEY

Miller

40 BILLION HOURS

of dependable performance!

The famous G-E Monitor Top now has a combined total of more than 40,000,000,000 operating hours and a record of dependable performance that is without parallel!

SATISFIED CUSTOMERS are *made* by dependable performance. Successful dealerships are *made* by satisfied customers. The amazing performance record of the G-E Monitor Top refrigerator is without parallel. More than any other one factor it is helping to build a permanent money-making business for General Electric Refrigerator dealers.

A coast-to-coast survey made this year by R. L. Polk & Co.—an independent research organization—showed that 97% of the General Electric Monitor Top refrigerators in use 5 years are still giving faithful service to their original owners. And this figure does not include those refrigerators still giving satisfactory service but which are no longer in the possession of original purchasers. Today, *every* purchaser of a G-E Monitor Top is given 5 years' protection against failure of the sealed-in-steel mechanism for $5 . . . only $1 a year!

When the G-E dealer sells a refrigerator, his profit possibilities just begin. Frequently the sale leads to other refrigerator sales. The customer becomes his best salesman. She is *satisfied* with her purchase and never hesitates to recommend the General Electric refrigerator to others. And frequently she returns to purchase other General Electric Kitchen Appliances—the G-E Range and the G-E Dishwasher. More profits—again the result of a *satisfied* G-E refrigerator user. It's an endless chain of sales opportunities, uninterrupted by costly service worries. Aggressive dealers are invited to write for details. General Electric Company, Specialty Appliance Sales Department, Section DF112, Nela Park, Cleveland, Ohio.

• Only General Electric dealers can offer *all three styles* of electric refrigerators—the G-E Monitor Top, G-E Flat-top and G-E Liftop models. Prices as low as $77.50 (plus freight and $5 for 5 year protection plan).

GENERAL ELECTRIC

ALL-STEEL REFRIGERATORS

MERCHANDISING

Meter Selling Plan Made Sales For Leonard Dealer

WASHINGTON, D. C. — Greatest credit for the good refrigeration sales record made by the Arthur Jordan Piano Co., Leonard dealer here, during the past season goes to the meter selling plan, in the opinion of R. J. Leonard of that organization.

Some of his remarks on the meter system, of interest to retailers now using it and also to some who are not, follow:

"From the sales angle, it is an easy method of raising customers from the lower-priced unit to the higher brackets. Our sales for the past refrigeration season show a considerable dollar increase per unit, and our total volume of business was second in the city of Washington.

"At present we have approximately 600 refrigerator accounts on our books, of which not over 15 are past due, and, with the exception of one account, none of the 15 are over one month past due. This is as of Oct. 1.

"At the beginning of the season, I instructed a man in all features of the Leonard so that he knew the refrigeration story as well as any of our trained salesmen. He was equipped with information to be used in answering almost any question a housewife might ask about the operation or construction of the refrigerator.

"Not later than 15 days after the refrigerator was installed, this man called on the customer. He was instructed to inquire if everything were satisfactory, to find out if the purchaser had read her contract, and if she were familiar with the terms. At the same time he unlocked the meter and checked to see if payments had been made according to the contract.

"If this man found the salesman or anyone else had made promises that had not been fulfilled, or if any matter had not been settled to the buyer's satisfaction, it was his business to remedy it immediately. Our doing this made customers feel that we really wanted to give them service.

"We held meetings practically every morning, at which the salesmen were instructed to call on every customer they had sold—a thing that is difficult to accomplish in any sales department. But the above-mentioned man calling on each buyer 15 days after the sale was also instructed to inquire about users' friends, and as a result soon found several prospects who became Leonard owners.

"When this became known to the salesmen, they realized our collector was getting sales they themselves might have got had they called on their own customers."

Agency's Test Store Leads Michigan G-E Dealers in Sales

MUSKEGON, Mich.—Owned and operated by an advertising agency, a General Electric appliance dealership opened here last summer primarily to test advertising and selling ideas has in a few months outstripped all other G-E dealers in the state in point of sales to quota.

The agency is Maxon, Inc., of Detroit. Under the name of Lou R. Maxon, Inc., it organized this dealership for the General Electric Co., one of its clients. Muskegon, with a population of around 58,000, was selected as a typical American city for location of the store.

In all of last year, the former G-E dealer in Muskegon sold 22 refrigerators and no electric ranges. This year, in its first four months, the Maxon dealership sold more than 250 major appliances and more than $5,000 worth of small appliances.

Major appliance sales included 82 refrigerators, 57 ranges, 46 radios, 35 washing machines, 20 sweepers, six ironers, eight electric water heaters, a restaurant glass washer and a dishwasher. The small appliances included everything from hand irons and percolators to toasters and waffle irons.

No hide-bound rules govern the store's operation. Every form of sales promotion and advertising is being tried out—display and classified advertisements in newspapers, radio, and direct mail, 24-sheets and 3-sheets, novelty advertising, cooking schools, and salesmen's contests, cold and telephone canvassing, surveys, and sales pilot coaches.

No sales idea is taken for granted, and results of all activities are graded carefully. Other G-E dealers with sales ideas submit them to the agency's store for a try-out analysis.

Dealers who have complaints about general practices, likewise contact the agency store, which after investigation submits reports to the dealer and the manufacturer.

In its territory, the agency store has attempted to effect closer cooperation of all competing sales outlets to promote wider use of electrical appliances generally and electric ranges particularly. The utility is assisting.

The store has a woman employee who contacts users, giving initial instruction in use of an appliance when necessary, and if a cake doesn't turn out just right when a user first tries a range, the Maxon home economist visits the user, finds out why.

Survey Every Home

Employing six domestic and one commercial salesman, the outlet intends to survey every home in the city, build up a card index which will tell at a glance just what appliances are used in each home and what appliances each home-maker is interested in. The same system will be followed with commercial.

Each salesman turns in a daily report, showing number of calls made, names of those contacted, and other information. Prizes are offered each month for the best sales record.

Not having a sales pilot coach, the dealer rented one from Caswell, Inc., Detroit G-E distributor, for two weeks. It was used in the outlying territory and small towns surrounding Muskegon. In the two weeks more than $2,500 worth of merchandise was sold.

It is planned to place a display outlet in each of the small surrounding towns and use a coach in contacting prospects in these localities.

Another aid to sales has been the cooking school. Schools are held once a month, in the evenings only, for two consecutive nights. Attendance is by invitation, husbands are asked to attend with their wives. Average total attendance has been 100, with more than 10 per cent men.

Small door prizes, as well as the food cooked at the school, are given away. Miss Lois Baker, home service director of the Detroit distributorship, has conducted the schools and staged the demonstrations.

Newspaper Advertising

So far, the outlet has used newspaper display space once a week, alternating between the refrigerator and the range, with a washer advertisement once a month. Classified ads also are used, the Maxon ads generally dominating all others on the classified page.

A half showing of outdoor advertising was posted in June. First day the posters were up, three direct sales were made; one purchaser saying he seldom read newspapers, but noticed the poster, came in to buy. The store since has put up 30 three-sheets, and is now using radio for spot announcements. Direct mail is sent to selected prospects interested in the appliance which the individual mailing piece features.

In the store itself, the window space is framed by a copper exterior so that whatever is placed there on display appears to be framed as in a picture. The interior is designed to display the merchandise rather than the store itself. Walls are covered with pressed corkboard in natural dull colors, and the floor is of red-tiled linoleum.

Covering the entire width of the store at the rear is a General Electric kitchen. Specially designed display counters and fixtures carry out the red and cork coverings. The furniture, too, is modernistic—of copper tubing and red leather.

The corkboard absorbs sound, makes for quiet sales conversations, and provides insulation for the air conditioning. The dull color of the walls permits the whites of refrigerators and ranges to stand out. Thus the eye of the person entering the store is attracted to the appliances instinctively.

Cole Executives Study Distribution Methods

NEW YORK CITY—P. H. Hichborn, retail sales manager, Rex Cole, Inc., and W. F. Bishop, assistant to retail sales manager, left New York last week to make a study of merchandising methods of General Electric appliance distributors in Philadelphia, Pittsburgh, St. Louis, Chicago, Detroit, Cleveland, Buffalo, and Boston. "These days when the complexion of business changes so rapidly, we find it more than ever necessary to make frequent comparison of our own procedure with other General Electric retailers," declared Robert Stevenson, vice president. "From the study we will make, plans for our own spring campaign will be made," commented Mr. Stevenson.

Proper Display Aids Dept. Store Selling

LOS ANGELES—Proper display is a vitally important factor in the success of refrigerator merchandising by department stores, and location of displays should be given the most careful consideration, says F. F. Brown, manager of the electrical appliance department of the Broadway department store here, which handles General Electric.

Says he: "The main G-E display in our store is on the fifth floor. At the rear of this display is a G-E kitchen. On the main floor we have two spot displays. Located on the main cross aisle, and backing up to the escalator, we have a display of four G-E refrigerators.

"This spot display is in the very heart of the store and within a few feet of the heaviest main floor traffic. The other display on the main floor is located on an important aisle, adjoining one of the secondary store entrances. Here we have several more refrigerators.

"First six months of 1934, our sales were as follows: 43 per cent originated at the escalator station on the main floor; 37 per cent originated at the other main-floor display. The remaining 20 per cent originated at the main display on the fifth floor. The latter, however, was used in closing a large number of prospects contacted at the main-floor spot displays.

"At the escalator station on the main floor we originally had only one refrigerator, but as the effectiveness of this location became more evident, we gradually increased the number of machines to the present four models. It is not surprising that a greater number of our sales resulted at this station than at the other locations, for in addition to its central location near the escalator, it is just across the aisle from the desk at which patrons have free parking tickets validated. It is just a few feet from our candy store and adjoins the women's leather goods department.

"At the second main-floor display we have increased the number of refrigerators to five. This display is only a few feet from our coffee shop and theater ticket desk, both of which contribute to the amount of traffic at this point.

"Primary reason for the effectiveness of these main-floor displays is that they give us contact with the maximum number of people who visit our store, many of whom might never have the refrigerator brought to their attention if our displays were confined to the fifth floor.

"In our opinion, all forms of advertising and sales promotion on G-E refrigerators are made more effective by main-floor displays. When the readers of one of our advertisements decides to look at the refrigerator on her next visit to the store, it would be easy for her to get sidetracked if there were no displays on the main floor.

"As it is, the chances are she will see the G-E's if she crosses the store in either direction, and be reminded of her intention to inspect them. Therefore the main-floor displays make our advertising dollars produce greater results. A similar increase in the effectiveness of window displays also can be credited to these main-floor stations.

"The escalator station produced $400 worth of business per square foot of space during the first six months of 1934. The other main-floor display has produced about $200 per square foot in sales during the same period."

Junior Salesmen Help Crosley Dealers

CINCINNATI—A nationwide Junior Salesmen's Contest which is now being launched by the Crosley Radio Corp., uses the appeal of the automobile to enlist the aid of boys and girls, 18 years of age and under, for Crosley dealers.

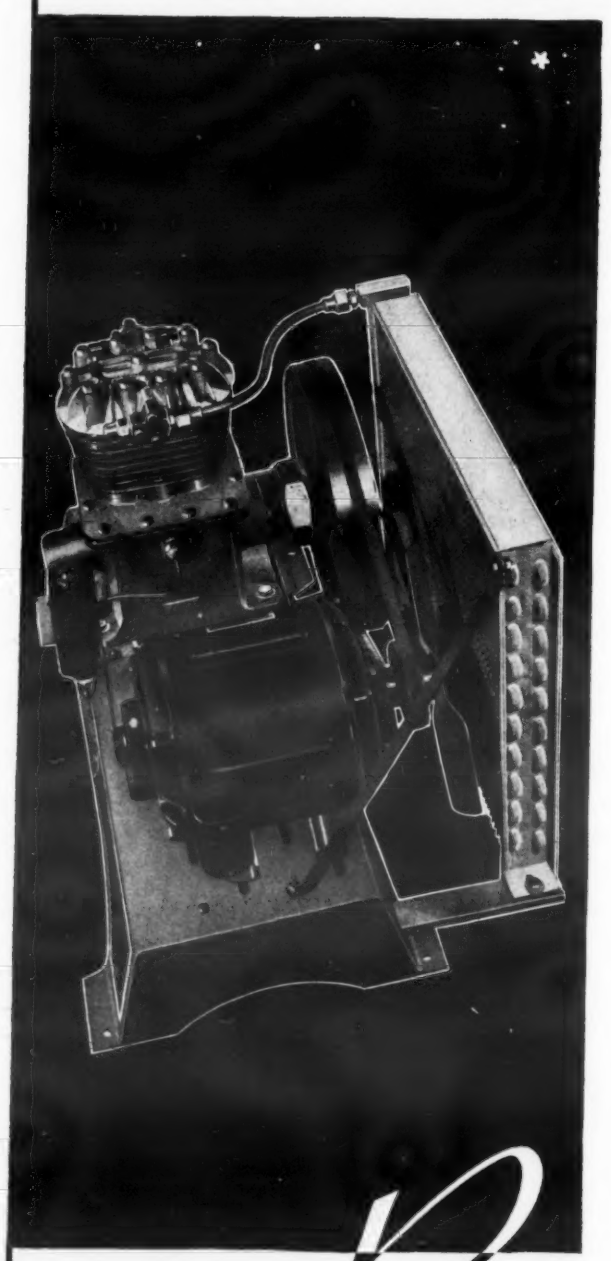
In addition to a cash commission of 5 per cent which will be paid by dealers to boys and girls for each radio sold by them, a Crosley Junior Motor Racer will be given to each of the 10 leaders in the contest who have the largest number of contest sales points.

Powered by a Briggs & Stratton ¾-hp. gasoline engine, these cars are being built by a well-known builder of racing cars. They have a speed range of five to 20 miles an hour, hammered steel bodies, leatherette upholstering, 60-inch wheel base, and balloon tires.

In order to qualify for these prizes, each junior salesman who sells a Crosley radio is to be credited with one point for each dollar.

The contest rules require that a record card must be secured by each participant from an authorized Crosley dealer. Dealers are responsible for the payment of cash commissions to their junior salesmen. Commissions are to be paid and prizes to be awarded only on actually completed sales of Crosley radios to prospects not being contacted by dealer at the present time.

A RECORD OF OUTSTANDING



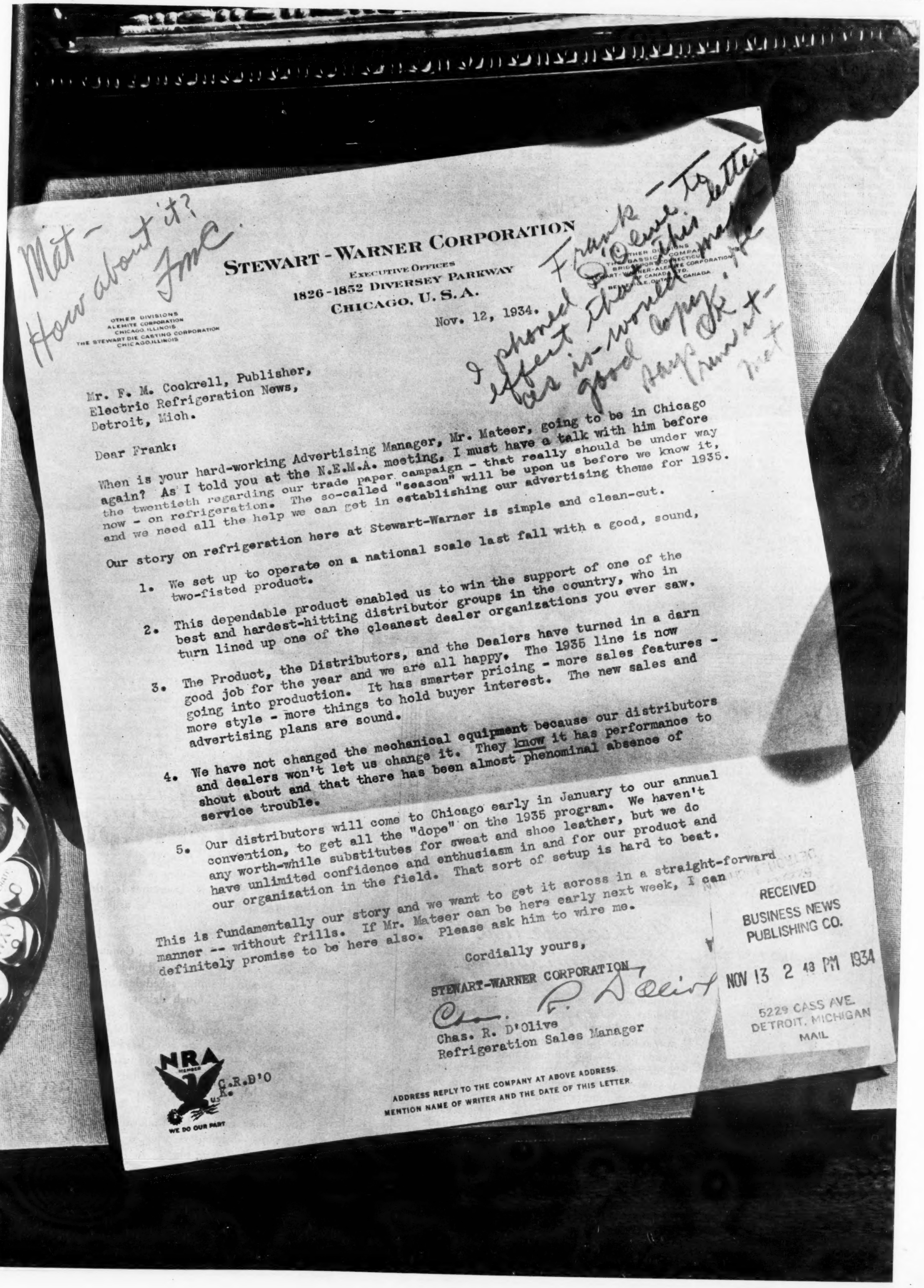
Brilliance

the fastest growing name in the industry . . .

THE reputation made by a product in service soon overshadows any claims made by the manufacturer of that product. BRUNNER makes many assertions about the ruggedness, the dependability . . . yes, and also the superiority of BRUNNER Compressors. And we have been making such assertions for some time back. The unusual fact is that the product, in this instance, backs up what the producer says. Actually, expressions of satisfaction from buyers of BRUNNER equipment exceed our own advertising in their enthusiasm. In sum, BRUNNER has become the fastest growing name in the industry because we build a better compressor. Six models. Seventeen high-sides. Air or water cooled. Gas engine or electric. 1/6 H. P. to 3 H. P. Complete details in our catalog. We'd appreciate mailing a copy to you. Brunner Manufacturing Company, Utica, N.Y., U.S.A.

Brunner

A NAME BUILT BY 28 YEARS OF SERVICE



Mat - How about it? Jmc

STEWART-WARNER CORPORATION

EXECUTIVE OFFICES
1826-1852 DIVERSEY PARKWAY
CHICAGO, U. S. A.

OTHER DIVISIONS
ALEMITE CORPORATION
CHICAGO, ILLINOIS
THE STEWART DIE CASTING CORPORATION
CHICAGO, ILLINOIS

OTHER DIVISIONS
THE BASSICK COMPANY
BRIDGEPORT, CONNECTICUT
STEWART-WARNER-ALEMITE CORPORATION
OF CANADA, LTD.
BELLEVILLE, ONTARIO, CANADA

Nov. 12, 1934.

I phoned Frank Dolive & sent this over. This is a good copy. Mat

Mr. F. M. Cockrell, Publisher,
Electric Refrigeration News,
Detroit, Mich.

Dear Frank:

When is your hard-working Advertising Manager, Mr. Mateer, going to be in Chicago again? As I told you at the N.E.M.A. meeting, I must have a talk with him before the twentieth regarding our trade paper campaign - that really should be under way now - on refrigeration. The so-called "season" will be upon us before we know it, and we need all the help we can get in establishing our advertising theme for 1935.

Our story on refrigeration here at Stewart-Warner is simple and clean-cut.

1. We set up to operate on a national scale last fall with a good, sound, two-fisted product.

2. This dependable product enabled us to win the support of one of the best and hardest-hitting distributor groups in the country, who in turn lined up one of the cleanest dealer organizations you ever saw.

3. The Product, the Distributors, and the Dealers have turned in a darn good job for the year and we are all happy. The 1935 line is now going into production. It has smarter pricing - more sales features - more style - more things to hold buyer interest. The new sales and advertising plans are sound.

4. We have not changed the mechanical equipment because our distributors and dealers won't let us change it. They know it has performance to shout about and that there has been almost phenominal absence of service trouble.

5. Our distributors will come to Chicago early in January to our annual convention, to get all the "dope" on the 1935 program. We haven't any worth-while substitutes for sweat and shoe leather, but we do have unlimited confidence and enthusiasm in and for our product and our organization in the field. That sort of setup is hard to beat.

This is fundamentally our story and we want to get it across in a straight-forward manner -- without frills. If Mr. Mateer can be here early next week, I can definitely promise to be here also. Please ask him to wire me.

Cordially yours,

STEWART-WARNER CORPORATION

Chas. R. D'Olive
Refrigeration Sales Manager

NRA MEMBER U.S. C.R.D'O WE DO OUR PART

ADDRESS REPLY TO THE COMPANY AT ABOVE ADDRESS.
MENTION NAME OF WRITER AND THE DATE OF THIS LETTER.

RECEIVED
BUSINESS NEWS
PUBLISHING CO.
NOV 13 2 48 PM 1934
5229 CASS AVE.
DETROIT, MICHIGAN
MAIL

AIR-CONDITIONING LETTERS

Changes in Specifications Suggested by G-E

Air Conditioning Department
General Electric Co.
1 River Rd., Schenectady, N. Y.
Nov. 15, 1934.

Editor:

Specifications of air-conditioning equipment included in the last two issues of ELECTRIC REFRIGERATION NEWS are fine. I should like to compliment you on the splendid work you have done in assembling this information.

With the thought that you will at some future time rearrange this material for your market data book, I offer the following suggestions which should make the specifications a little clearer:

1. Self-contained units having wheels or casters should be labelled "portable."

2. Self-contained units should not be rated at an arbitrary evaporator temperature of 40° since there is usually no way of adjusting this temperature. It would be better to state the actual capacity and actual suction saturated refrigerant temperature under the actual operating conditions.

3. The condenser cooling water (or air) temperature should be stated as a part of the rating.

4. Kilowatt input should be stated.

5. Add "ventilating" to "functions performed."

6. A statement should be made as to whether the heating medium is steam or hot water. The rating conditions should be given.

7. A statement should be made as to whether the cooling coils are adaptable to use cold water as a refrigerant in lieu of direct expansion. For those air conditioners which can use cold water, the rating should be given with a statement as to the rate of water flow and pressure drop.

F. H. FAUST,
Commercial Engineering Div.

Carrier Working on Standardized Data

Carrier Corp.
Newark, N. J.
Nov. 15, 1934.

Editor:

I regret to find that the covering letter promised with our wire of Oct. 29, has not been written.

We felt it would be better to withhold specifications until 1935, because so little of 1934 remains and inevitable changes for 1935 could not help but affect some of the specifications which you asked for in such detail.

We also wanted time in which to discuss the question of standardization within the newly formed Unit Air Conditioner Manufacturers' Association. A Standards Committee of this association is in the process of appointment and this subject is one of the first to be taken up. It would seem desirable in this new industry to arrive as soon as possible at common practice in the use of terms, form and content of published information, but of most importance, uniform test methods which will result in truly comparable ratings.

It may be that out of the work of this committee, will come some suggestions for making your specifications more valuable to your readers and if so we would like to inaugurate our contributions in whatever form might result.

DONALD FRENCH,
Vice President.

Commercial Machines Specifications

1812 E. 18th St., Brooklyn, N. Y.
Nov. 10, 1934.

Editor:

We note with a great deal of interest your compilation of air conditioner specifications which appeared in your Oct. 31 issue. We wonder if you expect to later add specifications for the compressor equipment in the case of remotely connected compressors. Possibly you already contemplate publishing such data, but if not may we suggest it.

Also it seems to us that the service notes published from time to time on the subject of orphan domestic refrigerators would make a very valuable work compiled into a single volume which might be extended to cover all makes of refrigerators as a Master Service Manual.

HOWARD A. BLAIR.

Answer: Specifications of commercial condensing units have already been published in ELECTRIC REFRIGERATION NEWS (see Sept. 12, Sept. 19, Oct. 10, and Nov. 14 issues), although refrigeration capacities in these tabulations are given for *commercial refrigeration*, rather than air conditioning.

We are already laying plans for publication of the service articles on "orphan" machines in a Master Service Manual such as you suggest.

Specifications of Kauffman Air Conditioners

* * *

Supplementing specifications on 19 makes of air-conditioning equipment in the Oct. 31 issue, and four makes in the Nov. 7 issues of the News.

Refrigeration capacities requested at an average refrigerant temperature in the coil of 40° F., with 80° F. entering air at 55 per cent relative humidity.

Heating capacities requested for a 2-lb. steam supply, with a 60° F. entering dry-bulb temperature at 40 per cent relative humidity.

Self Contained

Kauffman Air Conditioning Corp.
4485 Olive St., St. Louis, Mo.

Self-contained room cooler, with water-cooled condensing unit in base.

Model No.	F	I	K	L
Dimensions (Overall)				
Height (in.)	38	45	36	43
Width (in.)	15	17	15	17
Depth (in.)	30	32	32	32
Compressor				
No. of cylinders	2	2	2	2
Motor size (hp.)	½	1	½	1
Normal refrigerant charge (lbs.)	3	7	3	7
Blower				
Diameter of wheel (in.)	(4) 4½	(4) 6	(1) 12	(1) 16
Blower speed (r.p.m.)	1140	850	1140	1140
Size of blower motor (hp.)	1/20	1/15	1/50	1/50
Total circulation (c.f.m.)	275	500	250	500
Refrigeration Capacity (B.t.u./hr.)				
Total capacity	7000	14000	7000	14000
Weight				
Net (lbs.)	350	450	300	425

Functions Performed
Cooling, dehumidifying, cleaning, and circulating.

Refrigerant
Refrigerant used ..... Freon
Type of refrigerant control .... Expansion valve

Cabinet
Make of cabinet ..... Kauffman
Finish of cabinet .... Walnut or mahogany

Blower
Type of blower ..... Multi-blade and propeller
Make of blower motor ..... Baldor and Wagner
Type of blower motor ..... Capacitor

Air Circulating System
Location of air intake ..... Back
Location of air discharge ..... Top

Surfaces
Make of cooling coil ..... Kauffman
Cooling coil tubing ..... Copper
Cooling coil fins ..... Aluminum

Humidifying and Cleaning
Type of filter ..... Spun glass

Controls
High pressure cut out, thermal overload, solenoid water valve.

Duct Type

Kauffman Air Conditioning Corp., 4485 Olive St., St. Louis, Mo.

Comfort-cooling units for overhead or duct distribution of conditioned air.

Model No.	1	2	3	4	5	6	7	8	9	10	11
Dimensions (Overall)											
Height (in.)	18	18	18	18	18	30	30	30	30	30	30
Width (in.)	34	34	52	69	88	64	64	64	64	88	88
Depth (in.)	56	56	56	56	56	72	72	72	72	72	72
Blower											
Blower speed (r.p.m.)	700	850	720	720	720	720	775	600	630	675	750
Size of blower motor (hp.)	⅛	¼	¼	½	½	1½	1½	1½	2	2	2
Total circulation (c.f.m.)	650	1500	2800	3700	5000	6200	8200	9500	10500	11200	12500
Refrigeration Capacity											
(B.t.u./hr.)	24000	48000	60000	88000	105000	112000	135000	140000	165000	171000	190000
Heating Capacity											
(B.t.u./hr.)	47000	85000	172000	250000	340000	450000	500000	570000	640000	675000	720000
Weight											
Net (lbs.)	600	850	1600	1740	2000	2100	2500	3000	3400	4200	4300

* * *

Functions Performed
Cooling, dehumidifying, circulating, and cleaning.

Refrigerant
Refrigerant used ..... Freon
Type of refrigerant control ..... Expansion valve

Cabinet
Make of cabinet ..... Kauffman
Finish of cabinet ..... Brown or gray

Blower
Type of blower ..... Multi-blade

Air Circulating System
Location of air intake ..... Back
Location of air discharge ..... Front

Surfaces
Make of cooling coil ..... Kauffman
Cooling coil tubing ..... Copper
Cooling coil fins ..... Aluminum

Humidifying and Cleaning
Type of filter ..... Spun glass

Controls
Humidistat and thermostat.

Floor Type

Kauffman Air Conditioning Corp., 4485 Olive St., St. Louis, Mo.

Floor-type cabinets for year-'round air conditioning, compressor to be installed remotely.

Model No.	G	H	L	M	N	O	P
Dimensions (Overall)							
Height (in.)	38	41	49	63	69	73	73
Width (in.)	27	30	30	32	32	38	38
Depth (in.)	12½	13	11½	15	15	19	19
Blower							
Blower speed (r.p.m.)	850	850	850	850	850	850	850
Size of blower motor (hp.)	1/20	1/20	1/20	⅛	⅛	½	½
Total circulation (c.f.m.)	500	500	700	1000	1500	2000	2500
Refrigeration Capacity (B.t.u./hr.)							
Total capacity	14000	14000	27000	43000	75000	91000	97000
Heating Capacity (B.t.u./hr.)	25000	25000	40000	64000	112000	136000	158000

* * *

Functions Performed
Cooling, dehumidifying, cleaning, heating, circulating, and humidifying.

Blower
Type of blower ..... Centrifugal
Type of blower motor ..... Capacitor

Air Circulating System
Location of air intake ..... Bottom
Location of air discharge ..... Top
Type of discharge grille ..... Multi-vane

Surfaces
Make of cooling coil ..... Kauffman
Cooling coil tubing ..... Copper
Cooling coil fins ..... Aluminum
Make of heating coil ..... Kauffman
Heating coil tubing ..... Copper
Heating coil fins ..... Aluminum

Humidifying and Cleaning
Type of filter ..... Spun glass

Suspended Type

Kauffman Air Conditioning Corp., 4485 Olive St., St. Louis, Mo.

Overhead suspension type room coolers for wall or ceiling mounting.

Model No.	112	115	118	121
Dimensions (Overall)				
Height (in.)	18	21	25	28
Width (in.)	18	21	25	28
Depth (in.)	18	18	22	24
Blower				
Blower speed (r.p.m.)	1140	850	850	850
Size of blower motor (hp.)	1/20	1/20	1/10	1/6
Total circulation (c.f.m.)	450	850	1250	1700
Refrigeration Capacity (B.t.u./hr.)				
Total capacity	9500	17000	24000	32000
Weight				
Net (lbs.)	120	180	200	250

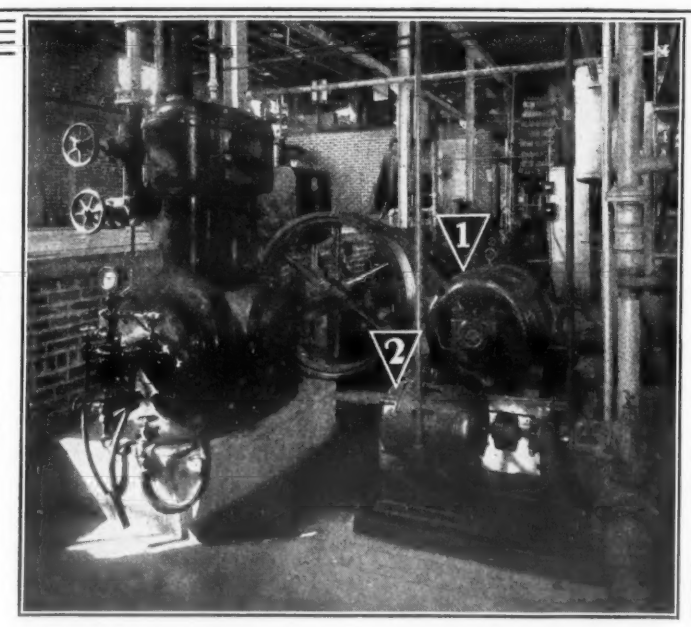
Functions Performed
Cooling, dehumidifying, and circulating.

Refrigerant
Refrigerant used ..... Freon

Cabinet
Make of cabinet ..... Kauffman
Finish of cabinet ..... Walnut

Blower
Type of blower ..... Propeller

Surfaces
Make of cooling coil ..... Kauffman
Cooling coil tubing ..... Copper
Cooling coil fins ..... Aluminum



1 *Century 60 HP, Type SCH Squirrel Cage Induction Motor, V-Belt Connected to Compressor*

2 *Century 5 HP, Type SC Squirrel Cage Induction Motor Direct Connected to Pump*

A Leading Part in Air Conditioning

Century 3 Horse Power, 60 Cycle, Ball Bearing, Flange Mounting Splash Proof Motor

Century 60 Horse Power, 1220 r.p.m. 60 Cycle, 220/440 Volt, Squirrel Cage Induction Splash Proof Motor. Two-way Ventilation

Refrigerators...Compressors...Pumps...Fans...Blowers...Ventilators—in driving this and similar air-conditioning equipment Century Motors play a leading part. Many of them have been steadily on the job for more than 30 years—all of them set a conspicuous record in meeting the service requirements so essential in air-conditioning and refrigeration installations . . . Consult Century Engineers . . . Single Phase . . . Polyphase . . . Direct Current . . . Single Speed, Multispeed—1/250 to 600 Horse Power.

CENTURY ELECTRIC COMPANY
1806 Pine Street . . . St. Louis, Mo.
Offices and Stock Points in Principal Cities

Century MOTORS

No Interruption!

Altho Copeland is moving to Detroit and will be completely "at home" December 1st, there will be no interruption to "business as usual" during the transfer.

Ample stocks of Domestic and Commercial Units, as well as service parts for all models, are available for 24-hour shipping schedule and no distress will be caused through delays.

In our new plant, located at Holden & Lincoln Avenues, Detroit, we will have improved and enlarged facilities for manufacturing as well as a more convenient and accessible office building from which we can better serve our people.

Right now we are busy allocating territory for aggressive distributors who are convinced that Copeland is "going places" in 1935.

COPELAND REFRIGERATION CORP., Mount Clemens, Mich.
(After Dec. 1st—Holden & Lincoln Ave's., Detroit)
Division of DALLAS E. WINSLOW, INC.

Copeland
DEPENDABLE *ELECTRIC* REFRIGERATION

Winners in Crosley Contest Announced

CINCINNATI—Winners in the national window display contest for refrigerator and radio dealers conducted by Crosley Radio Corp. during August and September have just been announced and prizes totaling $3,000 in cash and merchandise are now being awarded.

First prize of $500 was won by Wurlitzer of Dayton with a display featuring foreign reception. At the left was shown Crosley's 831-ft. vertical antenna transmitter at Mason, Ohio, near Cincinnati, and at the right the Eiffel Tower, Paris. Across the top in a rainbow arc was the heading, "Now—Just a twist of the dial from Cincinnati to Paris!"

L. Bamberger & Co., Newark, won second prize of $250 by getting poetical about Crosley refrigeration. In the center of the display was a salesman pointing out a Crosley acrostic to a group of women. It read:

C is for Coldness that's evenly cold.
R is for Roomy. The food it will hold!
O is for Order, each thing has a place.
S is for Shelvador, giving more space.
L is for Low cost of upkeep a day.
E is for Easy installments to pay.
Y is for You, and we hope that you see
The Crosley will suit you from A down to Z."

J. H. Stampfer Co. of Dubuque took advantage of the intense interest in the World Series between Detroit and St. Louis and won third prize, a Crosley 80 all-wave Low Boy Radio, with a display that featured "'Dizzy' Dean, the greatest of pitchers, and Crosley, the greatest of radios."

A Crosley 80 all-wave Low Boy radio was also awarded to each of the following dealers: Lebeck Brothers, Nashville, Tenn.; Elder & Johnson Co., Dayton; Vim Store, Newark; and General Electric Co., Buffalo.

Next ten winners each received a Crosley 72 American-foreign Low Boy radio, and each of the remaining winners was awarded a Crosley Fiver radio.

G-M Finance Companies Aid Frigidaire Salesmen

DAYTON—Frigidaire salesmen and dealers during the next 45 days will have the assistance of more than 4,000 scouts who will ferret out refrigeration prospects and turn the leads over to regular Frigidaire men in their respective communities.

The scout body will be made up of executives and employees of General Motors Acceptance Corp. and General Exchange Insurance Corp., each of whom will be an "assistant salesman" for a pre-Christmas selling campaign.

In this prospect-scouting campaign, says H. W. Newell, vice president in charge of sales for Frigidaire Corp., GMAC and GEIC men and women will receive no commissions on sales, but E. G. Biechler, president and general manager of Frigidaire, and J. J. Schumann, Jr., president of GMAC, are putting up prizes for the leading branch managers and employees in various GMAC districts.

Kelvinator Meter Plan Used in South Africa

DETROIT—First large Kelvinator coin meter sales operation to be used outside of the United States has been launched by Green & Richards, Kelvinator distributor in Johannesburg, most important city in Africa's Transvaal gold mining territory.

For the company's heavy refrigeration selling season, which is now in full swing, S. T. Richards, head of the distributorship, has ordered from the factory in Detroit 150 meters and 350 model V Kelvinators.

Apartment House Sales Boosted by Rex Cole

NEW YORK CITY—Manager J. J. Massimi and his aides in the apartment house division of Rex Cole, Inc., General Electric distributor here, in the six-weeks period preceding Oct. 20 installed $250,758 worth of G-E refrigerators in New York apartment buildings. Men who helped Mr. Massimi reach this mark are G. P. Robinson, Henry Miserocchi, Herbert Bancroft, and Clarence Robbins.

69 'Liftops' Installed in Kansas City Apartment

KANSAS CITY, Mo.—Sixty-nine General Electric Liftop refrigerators have just been installed in the twin apartment buildings located at 515 and 519 West Eleventh St. here. The sale was made by Apartment House Manager Harlan C. Davis of Midwest Electric Appliances, Inc., Kansas City G-E distributor.

Refrigerator Dealers
and Salesmen
who are selling

Dry-Zero Insulated Refrigerators:

The manufacturers of your refrigerators are actually paying more money for the advantages of Dry-Zero Insulation.

Are you using these advantages to help you in selling?

Do you realize that the extra efficiency of Dry-Zero will save your customers from 30 cents to $1.50 and more every month in cost of operation?

They will not have to watch their monthly electricity bills climbing because of cheap substitutes being used for good and permanent insulation.

Dry-Zero gives your customers highest insulation efficiency for the life of the refrigerator.

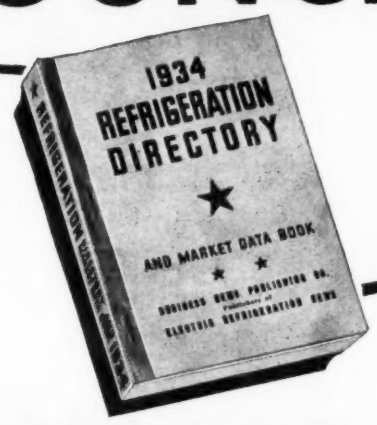
These are facts that give superior values to your refrigerator. If you use them as you should, they will help you greatly, both to make new sales and in the rapidly expanding replacement market.

Write us for the complete Dry-Zero story and how you can use it daily to increase sales.

Sincerely yours,
Dry-Zero Corporation.

Addresses:
Merchandise Mart, Chicago.
687 Broadview Ave., Toronto, Ontario.

ANNOUNCEMENT

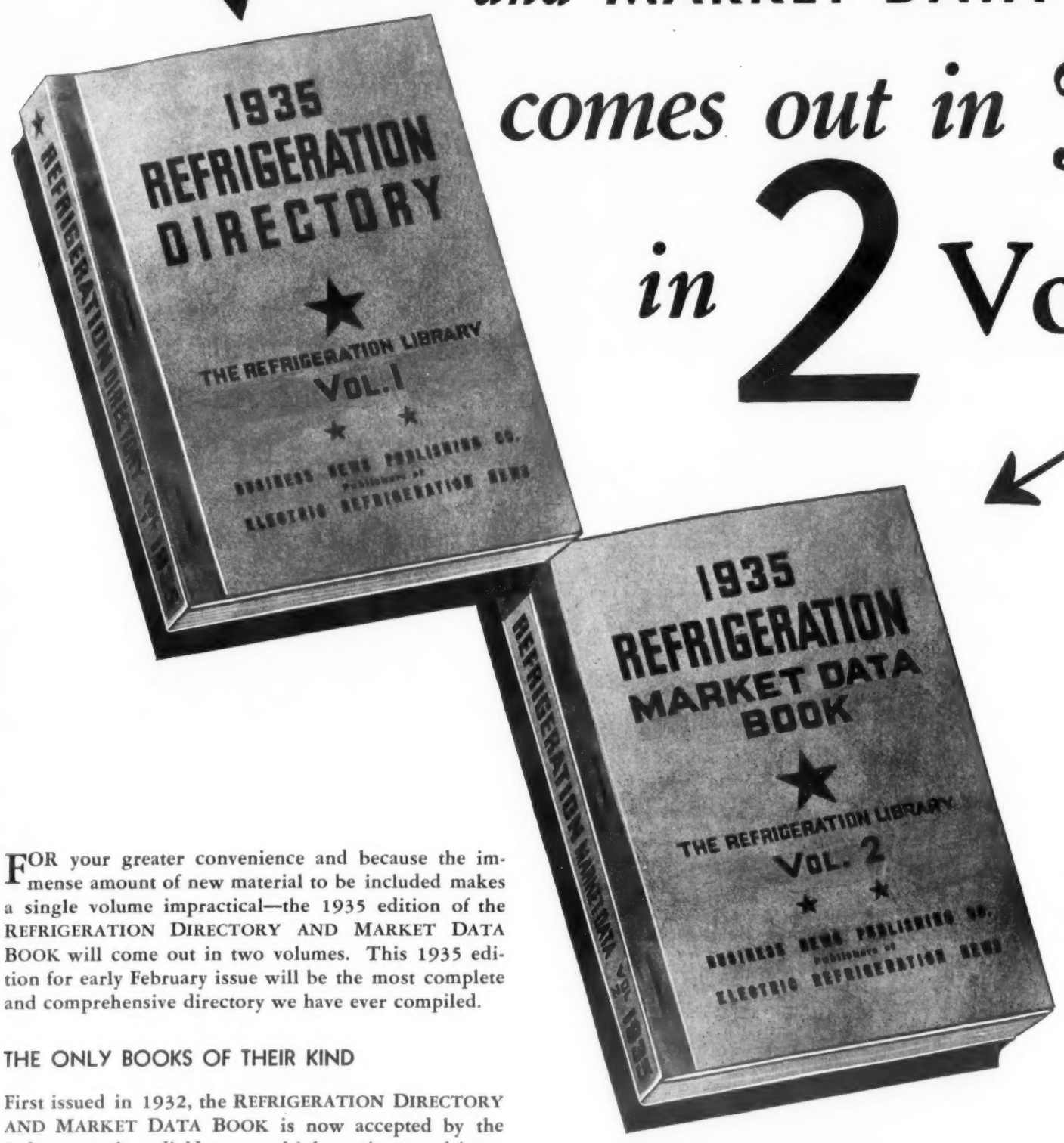


The 1935 Edition of

the REFRIGERATION DIRECTORY *and* MARKET DATA BOOK

comes out in February

in 2 Volumes



FOR your greater convenience and because the immense amount of new material to be included makes a single volume impractical—the 1935 edition of the REFRIGERATION DIRECTORY AND MARKET DATA BOOK will come out in two volumes. This 1935 edition for early February issue will be the most complete and comprehensive directory we have ever compiled.

THE ONLY BOOKS OF THEIR KIND

First issued in 1932, the REFRIGERATION DIRECTORY AND MARKET DATA BOOK is now accepted by the industry as the *reliable source of information on refrigeration.* It is the *official buyer's guide* and *recognized register of all trade mark refrigeration* products and equipment used by the industry. It is the *reference medium* for statistics, market data and general useful information. It is the only book published which supplies all of this information correlated and arranged ready for reference.

CHANGING CONDITIONS IN REFRIGERATION INDUSTRY MAKE THE REFRIGERATION DIRECTORY MORE NECESSARY THAN EVER

The REFRIGERATION DIRECTORY AND MARKET DATA BOOK fills a most important need in the industry. Unlike older and more stabilized industries, the refrigeration industry is continually changing. Many new products are constantly being developed. Many new suppliers of parts, materials and supplies are entering the field. The market within the industry is also ever-changing. Many new customers for refrigeration products are making their appearance. The buying and selling personnel of both factors is always changing.

For example, the constant developments in commercial refrigeration are making new customers for the established manufacturers of compressor and cooling coil equipment. The application of mechanical refrigeration to the manufacturing, transportation and preservation of food and beverage products is providing an ever-widening market for many refrigeration products.

The rapid development and acceptance of air-conditioning is bringing to the refrigeration industry many new concerns who formerly had no interest in refrigeration. This new business will provide a growing market for compressors, cooling coils, controls, motors, blowers, filters, etc.

Then, too, there is the fast-increasing market for replacement parts for refrigerators now in use. The independent service companies who are repairing these machines are growing in number and stability. While many of them have had some connection with the industry, their knowledge of sources of supplies for this equipment is still limited.

NEWCOMERS IN THE INDUSTRY NEED MORE INFORMATION

With these above situations existing in the industry today and others in the offing, it is evident that the demand for information, data and adequate knowledge of sources of supply will be very pressing. With so many new factors entering the industry, the ability of the established manufacturers in the industry to know *where* potential business and *who* their potential customers are presents an important problem.

With more potential customers seeking information next year, the 1935 REFRIGERATION DIRECTORY AND MARKET DATA BOOK will serve a more useful purpose in the industry than ever before. Its effectiveness in bringing together the established manufacturer with new business will be more evident than ever before. By the same token it will be instrumental in bringing manufacturers, new to the field, in contact with present distribution channels.

A MEETING PLACE FOR POTENTIAL BUYER AND SELLER

The advertising pages of the 1935 REFRIGERATION DIRECTORY provide a most effective meeting place for potential buyer and seller—a means of making contacts with miscellaneous potential business of which the seller may not be aware. This type of business in the refrigeration industry will be greater next year than ever before.

To the manufacturer of *complete equipment, parts, materials, supplies* or *services* used by or sold by the refrigeration industry, the 1935 REFRIGERATION DIRECTORY AND MARKET DATA BOOK will provide an *inexpensive* and *effective* medium for making and maintaining contact with next year's business.

The rate is low, only $100 per page. Plan now to include the 1935 REFRIGERATION DIRECTORY in your next year's advertising and sales budget.

BUSINESS NEWS PUBLISHING CO.

5229 Cass Avenue - Detroit, Mich.

Wenner-Gren, Servel Head, Cites Need of 'National Sales Drive'

NEW YORK CITY—Axel Leonard Wenner-Gren, industrialist, who is the head of Servel, Inc., and Electrolux, Inc., speaking to members of the New York Advertising Club Thursday, Nov. 8, offered the thought that the National Emergency Council include "a good two-fisted General Sales Manager of the United States."

Before submitting this suggestion Mr. Wenner-Gren said: "It is not irrational to say that the proper inspiration, moral support and incentive given to the multiplied thousands of America's great army of salesmen would stir up enough dormant money and credit as to be the surprise of the business world. If not presumptuous, I would offer the thought that your National Emergency Council include a good two-fisted General Sales Manager of the United States."

In Place of a Buying Drive

Proposing a national sales drive in all lines of industrial activity, Mr. Wenner-Gren observed:

"I believe the greatest service that could be done for American business and for the American people would be the organization of a National Sales Drive—a National *selling* campaign, as distinguished from a *buying* campaign.

"A buying campaign is inappropriate to present public psychology. A few years ago, when a tremendous amount of business had been built up through years of salesmanship of all kinds, and then took on speed through the false values created by speculation, people got into the habit of buying something if they simply *wanted* it. Then came the shock of readjustment, and with it came fear for the future. The idea of holding instead of spending took lodgment in public thought. Thereupon people bought only when shown a need of importance or a reason of consequence."

Fears 'Redistribution of Poverty'

Commenting on the recovery program of the Administration, Mr. Wenner-Gren stated: "The idea behind the New Deal must call for sympathy and appreciation. But a scheme of such magnitude and unlimited bearing must be a matter of gradual evolution during many years.

"If the Codes and Regulations connected with the New Deal are needed in many a case to prevent rackets, swindle and social injustice, then they will serve a useful and constructive purpose. But, insofar as they might unnecessarily hit and unreasonably disturb legitimate activity and enterprise—they might likewise lead to distribution of poverty instead of 'redistribution of wealth.'

"However, we all learn by our experiences, and many signs prove that the tremendous experiments to which we are witnesses have not been in vain.

'Voluntary Buying' Would Fail

"Now I would like to come to that phase of an approach to recovery which has to do with the actual handling of business. It is a matter of practical knowledge to you experienced men that if all forms of selling were to stop and all buying would be limited to voluntary action without suggestion, new information or education regarding product merits or customer needs — then business would collapse.

"Therefore, recognizing selling in some form as a necessary and proper part of business, and the work of advertising and selling as legitimate and essential employment, let us turn our thoughts to the possibilities for increasing profitable selling, thus increasing business, thus *creating* recovery instead of idly hoping or wishing or waiting for it all at once to appear as if by magic. A theory may sound good; but we all agree that actual recovery can come only from ideas that work out in practice under conditions as we find them today, or make them."

Too Much Stress on Production

Mr. Wenner-Gren said further that he was of the opinion that "the time is here to divert our attention from questions of production, shorter hours, etc., to the problem of creating business out of our opportunity. America is today more the land of opportunity than it was when it drew me here more than a quarter of a century ago. Today in news columns, editorials, news reels, etc., we hear talk of production — production—production. Let's turn more of our attention to moving the production of our factories into the hands of consumers more rapidly. When we accomplish that we will be on our way to a solution of employment and production problems.

"Business will find success in ratio to the practical help applied toward the success of its men and it therefore constantly should use all of its skill and ability to interest and persuade its salesmen to so think and work as to justify success.

"You here in the United States under your new housing plans have before you one of the greatest opportunities for demonstrating that kind of selling that it has ever been my good fortune to observe and I shall note with interest how business takes advantage of it. As you go your way to your homes today, you will pass through streets lined with homes. You know the people in many of them. You are familiar with the houses. You know that many of them need new heating systems, new roofs, new plumbing and modern bathroom fixtures. The owners know it also. Yet how many are taking advantage of the opportunities being offered for rehabilitating those homes. One call from a salesman of the fruit orchard type would dramatize that need and bring it home to many of those homeowners. That's what we must have, it seems to me.

Advertisers as 'Patriots'

"And what I have said about selling includes advertising, of course. I have spoken of dramatization and persuasion, irrespective of form or personality. I feel that every man and woman who is influencing, persuading or creating sales by the spoken or written word is the real patriot in this country, and I am very proud that intelligent management and courageous salesmen in our own enterprises here are taking such an active part in so vital a program.

"Now, gentlemen, as to the general situation in this country I would like to add this: From the point of view of a man accustomed to dealing with the human element—with the worries, hopes and problems of men—it seems but reasonable to me that any kind of program leading to recovery within a reasonable time, and to maintenance of prosperity, should be subject to *gradual* evolution and not be a matter of dictation, drastic experiments and abrupt changes.

Attacks Socialistic Plans

"Millions of independent human brains, activated by the strong motor of earning possibilities, will create more wealth for everybody and do more good to the total population than any kind of communistic, socialistic or governmental regimented theoretical bureaucracy that one could imagine. There should be no impediments to private enterprise and economic progress. Adequate returns for creative work, for production of values, for industrial and business risks in the form of profits, should be a matter of fact.

"In conclusion, permit me to voice my deep belief that with private initiative, enterprise and profits retained as an essential part of your political philosophy, government and business, management and labor, banking and industry will find in free discussion and fair consideration of mutual problems the road to follow to a prosperity not of a few but of the country as a whole."

Zummach Joins Hexcel As Chief Engineer

MILWAUKEE—John G. Zummach, mechanical engineer, has joined the staff of the Hexcel Radiator Co., manufacturer of heat transfer products, as chief engineer. He will have complete charge of the Hexcel commercial and air-conditioning operations.

The Hexcel company is at present moving from Milwaukee to its own plant in Racine, Wis.

Servel Installs Multiple System in Detroit

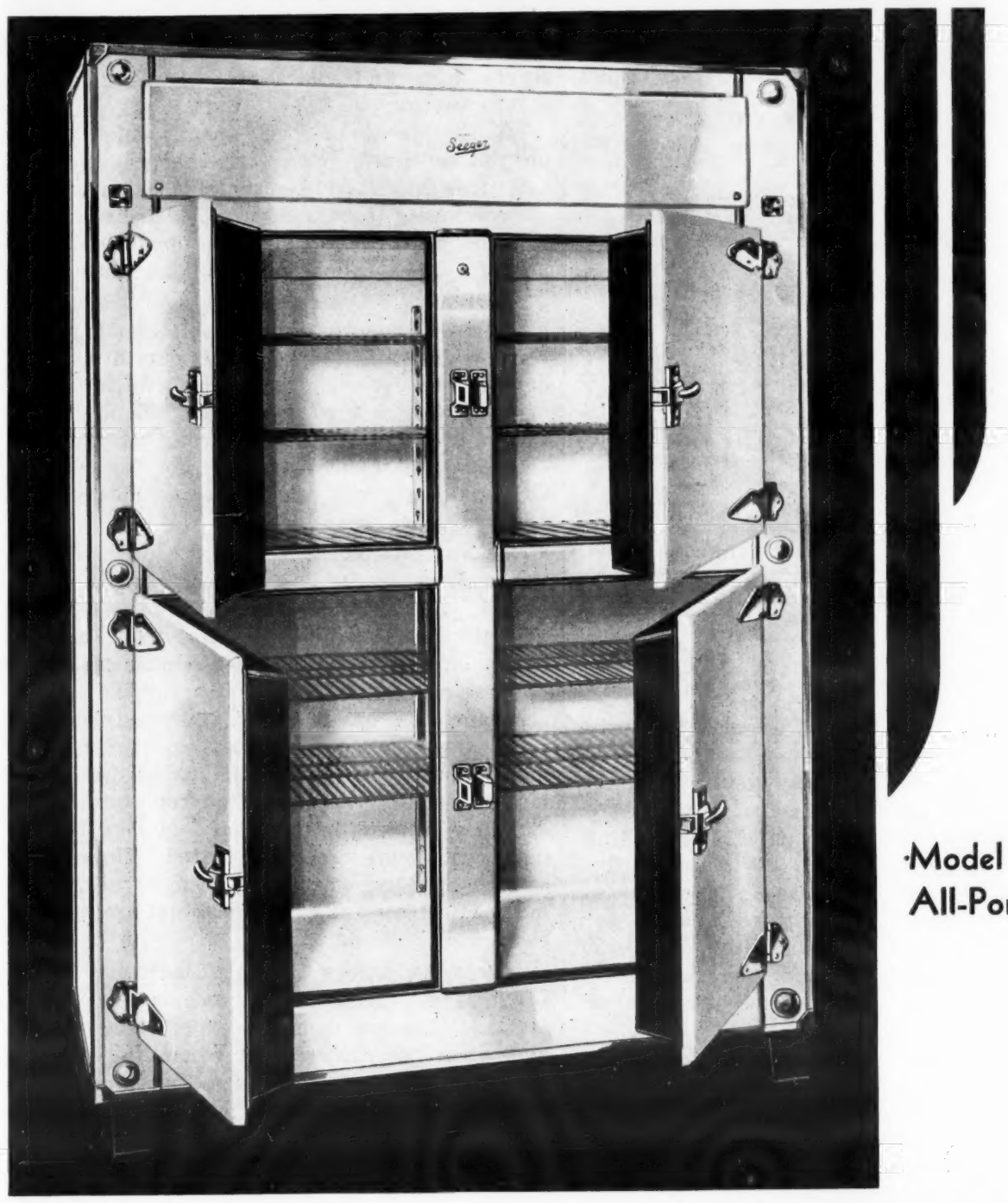
DETROIT — Ralph P. Peckham, Servel distributor here, is completing a multiple installation for 36 apartments in the Ramona Apartments at Second Boulevard and Vernor Highway.

Two Servel water-cooled condensing units are being used in the installation. All piping and fittings are streamlined and fully concealed. Cabinets are of a special size and design.

25 G-E Salesmen See Columbia-Penn Game

NEW YORK CITY—Twenty-five General Electric refrigerator salesmen, all winners in a recent sales contest conducted by Rex Cole, Inc., New York distributor, won free tickets to the Columbia-Pennsylvania game in Philadelphia last Saturday, Nov. 17, E. H. Campbell, Rex Cole sales promotion manager, announced last week.

A private pullman and dining car was chartered and attached to the Columbia Alumni Special to take the men via the Pennsylvania Railroad directly to Franklin Field.



·Model P-44
All-Porcelain

COMMERCIAL CABINETS

Throughout the world, thousands of women are buying food from, and keeping food in, Seeger equipment—to their complete satisfaction.

Commercial Cabinets by Seeger—the Standard of the Industry—are built with an experience of over thirty years. Each is built to fit the needs and specifications of the particular industry for which it is intended.

The Seeger Commercial Line comprises: Cabinets for Hotels, Hospitals, Restaurants and Clubs—Display Cases for Grocers, Meat Markets and Delicatessens. Any and all of these institutions sell more and better food because of Commercial Cabinets by Seeger.

There are giant Cabinets and small Cabinets to fit the needs of any and all ordinary requirements. For the extraordinary job—the Seeger "Made to Order" Department will gladly furnish plans and specifications.

Electric Refrigeration Dealers and Distributors wanting more sales and larger profits—write to

SEEGER REFRIGERATOR COMPANY
SAINT PAUL, MINNESOTA

New York, N.Y. *Los Angeles, Calif.* *Boston, Mass.* *Buffalo, N.Y.*
Philadelphia, Pa. *Chicago, Ill.* *San Francisco, Calif.*

Every Month of the Year—132,963 Merchants See Seeger Advertising

BY Seeger SAINT PAUL

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Refrigeration Schools

A SEVERE indictment of occupational training schools is published in the Nov. 3 issue of *Today,* the national weekly edited by President Roosevelt's right-hand bower, Prof. Raymond Moley. Under the title, "Earn While You Learn: Depression Racket," it asserts that the "vocational school business is degenerating rapidly into a huge, national racket." More than $100,000,000 a year goes into the coffers of these schools, which capitalize on the desires of ambitious young men to "get ahead in the world."

Chief criticism voiced by the *Today* article is that many of these schools guarantee "big pay jobs" to their graduates, while others advertise "Earn while you learn," and promise students that even while they are studying the course they can obtain employment at the trade which the school promises to teach them, knowing full well that they cannot fulfill these promises.

"And so," the article states, "each deluded person wastes his money in an effort to prepare for a job which does not exist. And if it did, a skilled, experienced worker would be employed, instead of a novice with no practical experience."

Prospective Students Seek Advice

A considerable quantity of correspondence about schools has been coming into the office of ELECTRIC REFRIGERATION NEWS. Some of these letters are from men who want the names of good schools which teach refrigeration courses. At first we answered such inquiries by simply giving a list of *all* the schools which had informed us that they had *a* course in refrigeration. Lately, we have had a growing conviction that it would be far better if we referred these men to a few schools of recognized standing, whose instructors, equipment, records, methods, and reputation have been properly investigated.

This feeling has been strengthened by other letters which unvariably followed each published list of refrigeration schools. The second variety of letters came from schools which were not mentioned in the answer.

"Why weren't we listed among schools teaching courses in refrigeration?" these letters demand. We have just about reached the conclusion that, in the future, our answer will be: "Until the NEWS has had an opportunity to investigate a school, appraise its course of study, and check its results with students, it does not choose to run the risk of being a party to the swindling of a trusting and naive young man."

We are not fully convinced, however, that it is properly our job to appraise or pass judgment upon refrigeration schools and their services. We are, in a way, somewhat competitive with such institutions, and perhaps the responsibility might better be taken by some industry association of representative character.

Changing Attitude of Manufacturers

The attitude of manufacturers toward schools which teach refrigeration has become considerably more tolerant in the last year or so. At first they were given no help and scant encouragement. Manufacturers proposed to control all servicing, and toward that end they conducted their own schools for the training of their own service men, and sold parts only to their own service stations.

Came then three developments which opened up the service business and made it more or less free-for-all: (1) orphan machines; (2) improvements in the design of refrigeration systems, with consequent reduction in the number of service calls; and (3) long guarantees.

In the past five or six years a considerable number of manufacturers of household electric refrigerators have either gone out of business or quit making refrigerators. Several thousands of the machines they sold during the short time they were in the business are still in operation. Owners of these machines want service. And the independent service station business has grown and profited as a result.

A second reason for the growth of the independent service business has been the large number of trained service men who were available but not satisfactorily connected. Factories have continued to hold service schools each year, training large numbers of men for the task of servicing the hundreds of thousands of new refrigerators which are sold each year. But machines have become so improved during the last few years that the need for service men *specially trained for one make of machine* has not been so great as anticipated. These extra service men are now finding employment with independent service companies, and are starting their own stations.

Long guarantees have also indirectly helped further the cause of the independent service station. Owners came to expect free service, and when the dealer from whom the machine was bought proposes to charge for service (even after the guarantee period is over), the owner likely as not will become highly indignant, refuse to let the dealer touch the machine, and look around for an independent service company.

Although sometimes deploring them, manufacturers have come to recognize the existence of these trends. And as a result they are looking with a more charitable attitude upon the independent service station and the independent refrigeration school, for they realize that these agencies have come to fill an increasingly important niche in the scheme of things.

Realizing that there is a need for independent service companies, and for schools to give men the *all-around training* necessary to fit them for working with many makes of machines (including the orphans), manufacturers are still looking askance at both; for they realize that a poorly serviced and unsatisfactorily operating electric refrigerator gives a black eye to the industry as a whole.

A Performance Standard Needed

Hence executives have from time to time expressed a desire for some sort of measuring stick for refrigeration schools. They recognize the need for a *few good schools,* and at the same time they realize that the field is overcrowded with the racketeering type of "educational" institution which exists solely to mulct unsuspecting young men of their savings by making promises they can't fulfill, and by giving training which is neither authentic nor adequate.

The situation, then, sums up to this:

1. Independent service companies have attained a recognized standing, and are fulfilling a definite need, in the industry.

2. Because of the all-around training required by the independent companies, good refrigeration schools have also attained recognition.

3. The technical training business has become a racket in the United States, and annually gyps poor men of an aggregate of millions of dollars.

4. Some measuring stick is needed for separating the sheep from the goats among schools.

And until some recognized authority in the refrigeration industry devises this "measuring stick," and sees to it that it is used honestly and fairly, ELECTRIC REFRIGERATION NEWS will hereafter recommend to readers only those schools which submit their courses of study or other adequate evidence of their ability and facilities to be of a useful service to the industry.

LETTERS

Master Service Manual

The Harry Alter Co.
1728 S. Michigan Ave., Chicago

Editor:

We have noticed from time to time that you have been running service information on various types of refrigerators, particularly those that have been discontinued or are obsolete.

Have you this service information compiled in manual form? If you have not, it would appear to me that these service notes would be valuable if they were compiled in loose-leaf manuals.

I would appreciate hearing from you as to whether you have anything available.

HARRY ALTER.

Answer: We are now actively considering the publication of a Master Service Manual giving detailed instructions regarding service for all makes of electric refrigerators.

The articles on various "orphan" machines which have been published in past issues of ELECTRIC REFRIGERATION NEWS will be included in this proposed book.

At the present moment we are not ready to make a definite announcement but hope to have our plans completed before the first of the year.

Air Conditioning Customer

Route 1, Eugene, Ore.

Editor:

In talking to one of your subscribers (Eugene Home Appliance) I was informed that you would be able to give me some information regarding air conditioning for home and apartments.

Can you give me the name of some reliable companies that can give costs, etc.?

I am interested from a builder's point of view, and have had some inquiries as to the same.

J. R. LAWSON.

Answer: Specifications on various types of air conditioners were published in the Oct. 31 and Nov. 7 issues of ELECTRIC REFRIGERATION NEWS. These specifications give pertinent details and in some instances prices on leading makes of air-conditioning equipment now on the market. Further information may be obtained by writing to the manufacturers whose specifications are listed.

100% Representation

General Electric Co.
Nela Park, Cleveland, Ohio

Editor:

I have just returned from a trip which took me from Cleveland to Seattle to San Diego, to Houston, Texas and back to Cleveland. I stopped at all the principal cities and tried to visit all the principal department stores. I talked with many divisional merchandise managers of these different stores about their success of 1934 and their plans for merchandising in 1935.

Here's an interesting fact I learned. Although these men all read a variety of the various trade journals that cross their desks, no two lists being exactly the same, the surprising fact was that each list contained the name of ELECTRIC REFRIGERATION NEWS. Of course, you may see nothing surprising in that.

R. C. CAMERON,
Assistant to Manager
in charge of department store sales.

Store Pictures

Majestic Electric Supply Co.
2839-41 Milwaukee Ave., Chicago

Editor:

Under the heading of current news, it is quite imperative that we bring to your attention the fact that we have just completely remodeled our showrooms.

In our effort to demonstrate displays of merchandise we have accomplished through the assistance of our decorators and advertising department, a Holiday setup for 30 manufacturers—among which the following are advertisers in your periodical: Crosley Refrigerator Co., Leonard Co., and Apex Refrigerator Co.

In order to prove to your advertisers that your news gathering department is right up on its toes, we would suggest that you have one of your photographers call at our establishment and interview our Mr. Wittenberg, who is in charge of the displays on our main floor. Mr. Wittenberg will be happy to cooperate with your representative in photographing any or all of these displays, which when accompanied by the proper text, should prove of inestimable value to your advertisers.

The unique method in which we display radios, hardware, electrical appliances, glassware, wiring devices, toys, flexible cord, refrigerators, electric stoves, lighting fixtures, and other items too numerous to mention, has never before been attempted by an organization of our type.

This display prefaces the Holiday season and after being photographed by you can be used in securing additional space from your manufacturer advertisers.

May we have the pleasure of having your representative call and interview us?

CHAS. MOSTOW,
President.

Answer: Thanks for the invitation, and congratulations on your enterprise. We believe, however, that your local commercial photographer can do a better job of making the pictures of your showroom.

Data on Insulation

Iowa State Planning Board
Engineering Personnel Office
Ames, Iowa

Editor:

The Committee on Industry on the Iowa State Planning Board is making a survey of the insulation field.

At the present time we are trying to determine the market for insulating materials in refrigeration. We understand that your organization recently made a survey of the number of refrigerators manufactured annually as well as the amount of insulating materials used in this industry.

Will you please tell us where we may obtain the results of your study and also make any suggestions which you think are pertinent to our problem?

HAROLD L. GAUNT,
Committee on Industry.

Answer: ELECTRIC REFRIGERATION NEWS has not made any survey to determine the quantity of insulating material used by the refrigeration industry, but it is possible that you could secure considerable data on which to base an estimate of this market by making use of the elaborate statistics to be found in the 1934 REFRIGERATION DIRECTORY AND MARKET DATA BOOK.

This book gives detailed specifications on all models of all makes of electric refrigerators, also all available figures on the sales by types and sizes of refrigerators.

Buy a Book

1160 Sherwood Ave.
San Jose, Calif.

Editor:

Can you give me this information:

1. How many domestic electric refrigerator units are now in use?
2. What is the financial status of the industry; in other words, what is the total amount of money invested in the manufacture of domestic electric refrigerator units?
3. How many years has it been since the first domestic unit made its appearance on the public market?
4. Approximately how many salesmen did it require to sell all the units that are at the present time in use?

RHYS A. MINER.

Answer: All the available statistical information on the electric refrigeration industry will be found in the 1934 REFRIGERATION DIRECTORY AND MARKET DATA BOOK, a copy of which will be mailed to you for $3.00.

Not Service Men

Master Refrigeration Association, Inc.
112 East 19th St., New York City

Editor:

It has been brought to our attention in one of your issues, that reference was made to an organization of service men in New York City, under the heading of Master Refrigeration Association, Inc.

Master Refrigeration Association, Inc., is not an organization of service men. Your issue of Oct. 17 was not quite clear on that point.

Master Refrigeration Association, Inc., is an organization of the executives, financiers, and owners of refrigeration engineering, installation, maintenance repair and service companies.

In future reference to this association, we would appreciate making this very clear.

E. S. LAPE,
Secretary-Treasurer.

Rex Cole's Garbage

Cochran & St. John, Ltd.
952 Mission St., San Francisco

Editor:

In the photograph of Rex Cole's Cafeteria shown on page 9 of your Nov. 7 issue appears a life size garbage can at the lower right-hand corner.

Is this one of the modern appliances mentioned as being used in this cafe?

W. L. COCHRAN.

Ready Next February

708 Kent St., Rome, N. Y.

Editor:

I received my first two issues of ELECTRIC REFRIGERATION NEWS with which I am certainly pleased.

I should like to get the 1935 DIRECTORY AND MARKET DATA BOOK as soon as it is out.

JOHN H. NEWTON.

Westinghouse Tests Changes on Small Motors in Laboratory

By Ralph Ehrenfeld, Manager, Small Motor Engineering, Westinghouse Electric & Manufacturing Co., Springfield, Mass.

IT IS seldom that the most essential qualities of a material or a piece of apparatus can be determined by inspection. This is particularly true of that very desirable quality—durability. Usually when the purchaser is willing to spend the time and money to conduct sufficiently complete tests, he can determine the qualities of a particular piece of apparatus. If the apparatus is purchased in large numbers, as is usually the case with small motors, the quality of a number of units must be known before a true picture of the average performance can be obtained.

Few, if any, purchasers of small motors could possibly afford to provide, maintain and operate the testing facilities required for such a program; and it would be economically unsound to duplicate equipment which is now in use in many motor manufacturers' plants.

This equipment is being used to improve the quality of the product because these manufacturers are as desirous of producing good quality motors as the purchasers are of receiving such apparatus. This desire is based on good business reasons—decreased field expense, and an improved reputation for their goods.

A staff of skilled design engineers is the first step in producing a good quality product. The work of these engineers is made more effective if they have scientists and research engineers available for consultation, and to give scientific data on material and processes. This should be supplemented by a well equipped practical laboratory where the design engineer himself can test and apply the apparatus he designs.

It is essential that the design engineer know more about his apparatus than he can learn from design formulae and drawings. By personally assembling and testing motors in such a laboratory, and mounting and testing them on customers' apparatus, a much more practical point of view is acquired than can possibly be acquired at an office desk.

Endurance tests operating under the engineer's personal supervision gives him first hand information as to the weakest points in his designs. Innumerable tests operating day and night under very severe conditions give data on the life of automatic switching mechanism, brushes and bearings, on the quality of oil, insulating materials and compounds.

The purchaser will, of course, not fail to judge the apparatus by a superficial examination insofar as it is possible to do so. Certain features can be judged by this means.

Practically all single-phase motors require some type of automatic switching mechanism. In these devices the electrical contacts should open quickly once they start to open. There should be a minute sliding motion of one contact upon the other to prevent welding of the contacts, and to maintain good surfaces. Most of such devices, of proper construction, will operate more than one million times before failing.

Good bearings and lubrication are essential in all motors. The bearing surface and the journal should have a good finish. An ample supply of oil must be provided but not necessarily an enormous volume. The important thing is to maintain a continuous flow of oil through the bearing and then return the oil to the reservoir *without loss.*

Although the appearance of the motor does not in any way affect its performance, an unattractive external design, which can possibly be avoided and still maintain the more essential features, is hardly excusable.

The output performance of motors is determined by tests made by the manufacturer, and the manufacturer will supply data on minimum performance which may be expected, or will give performance guarantees.

When determining the power rating of the motor to be used to drive a device, many conditions must be considered in addition to the normal load. Assuming an automatically controlled device, closing the switch starts the motor on a cycle of operation consisting of breaking down the static friction, bringing up to speed, and then driving the machine to perform its required function.

It must be assumed that sometime the motor will be required to operate through this cycle with reduced voltage; that at some time the power may be interrupted at any point in the cycle and almost immediately restored; and that under this latter condition the voltage may be below normal.

A motor driving an air compressor to maintain pressures between certain limits will normally start against the lower pressure limit. However, the power may be interrupted from an outside cause when the pressure is near the upper limit and the piston is near the end of the pressure stroke. If the power is immediately restored, the motor must start from standstill against this maximum power requirement condition.

Providing for the usual variations from normal operating conditions will eliminate most motor difficulties, but when emergencies arise thermostatic protection directly on the motor gives the insurance against a burn out.

Air Conditioning Adds 500 kw. to Georgia Power Lines

ATLANTA—Since September of 1933, air-conditioning installations made in the territory of the Georgia Power Co. have added a load of approximately 500 kilowatts to the utility's line, according to E. F. Pearce, head of the power sales division, and John L. Underwood, head of the air-conditioning section.

They state that these installations will bring in an estimated 500,000 kwh., for an annual revenue of around $9,000. Classified as to purchaser, location, and type of establishment, the installations are as follows:

Installations in 1933, after September

Dan Manget, Newnan, office.
Fulton Bag & Cotton Mill, Atlanta laboratory.
Norman Elsas, Atlanta, office.
Fulton National Bank, Atlanta, office.
Fenner, Beane & Ungerleider, Atlanta, office.
American Discount Co., Atlanta, office.
Lindsay Hopkins, Atlanta, office.
C. & S. National Bank, Atlanta, office.
W. H. Reed, Atlanta, residence.
Winecoff Coffee Shop, Atlanta, restaurant.
U. S. Post Office (new building), Atlanta, industrial.
Fred Patterson, Atlanta, residence.
United Drug Co., Atlanta, industrial.

Installations Made in 1934

Rich's, Atlanta, beauty shop.
Rich's, Atlanta, fitting room.
Rich's, Atlanta, offices.
Calloway Mills, LaGrange, office.
Calloway Mills, LeGrange, laboratory.
Sharpe & Dohme, Atlanta, industrial.
Harvey's Restaurant, Atlanta, restaurant.
Wisteria Garden, Atlanta, restaurant.
Dempsey Hotel, Macon, restaurant.
Dempsey Hotel, Macon, restaurant.
Ansley Hotel, Atlanta, restaurant.
Ansley Hotel, Atlanta, barber shop.
Melba Cafeteria, Atlanta, restaurant.
S. & W. Cafeteria, Atlanta, restaurant.
Saxon-Cullom Shoe Co., Augusta, store.
Zachry's (first and second floors), Atlanta, men's shop.
F. H. Dew, Atlanta, residence.
Awtrey & Lowndes, Atlanta, mortuary.
Waverly Hotel, Columbus, hotel.
Montag Bros., Atlanta, office.
Archer Hosiery Mills, Columbus, office.
Archer Hosiery Mills, Columbus, office.
Swift & Co., Columbus, office.
Ralston Hotel, Columbus, restaurant.
Atlanta Terminal Co., Atlanta (R.R. cars).
Dr. W. F. Shallenberger, Atlanta, residence.
King Mills, Augusta, office.
Coca-Cola Bottling Co., Atlanta, office.
York Billiard Parlor, Atlanta, tap room.
Sou. Bell Tel. & Tel. Co., Atlanta, offices.
Crawford W. Long Sanitarium, Atlanta, delivery room.
Crawford W. Long Sanitarium, Atlanta, operating room.
Oberdorfer Insurance Co., Atlanta, office.
Dr. H. W. Evans, Atlanta, residence.
Fairbanks-Morse Co., Atlanta, office.
L. S. Paletou, Atlanta, residence.
S. E. Ward, Atlanta, residence.
Hal J. Shafer, Atlanta, residence.
Westinghouse Co. (Mr. Fuller), Atlanta, office.
Westinghouse Co., Atlanta, conference room.
John Gelzer, Atlanta, residence.
John Brown, Columbus, display room.
Willingham Cotton Mills, Macon, office.
Willingham, Macon, residence.
Atlanta Ice & Coal Co., Atlanta, office.
Original Waffle Shop, Atlanta, restaurant.
J. A. Straus, Jr., Columbus, residence.

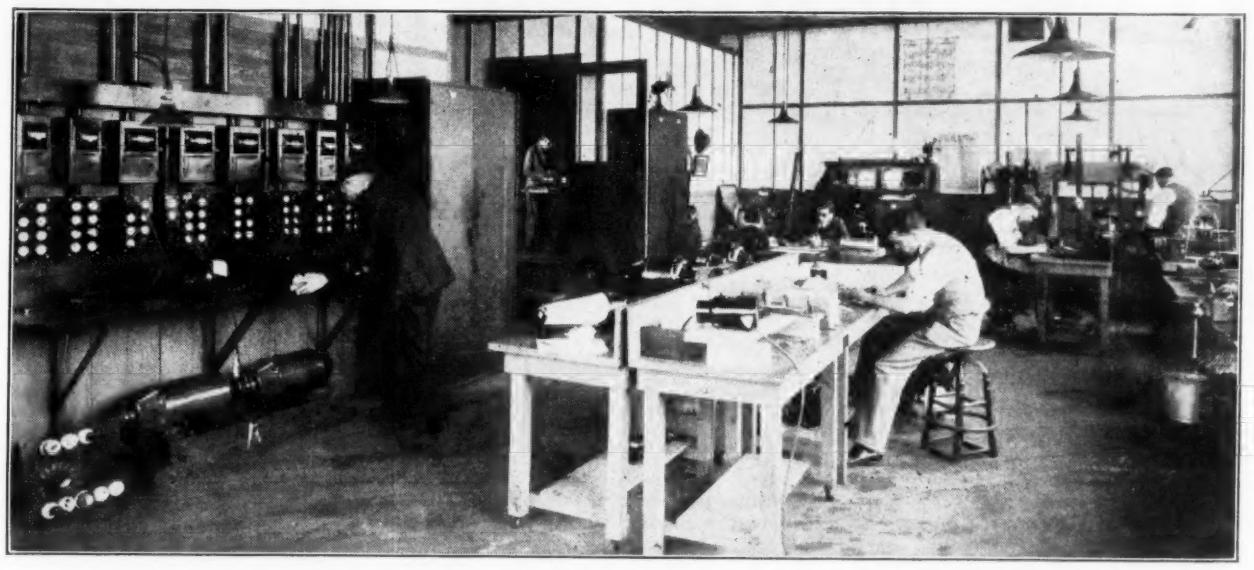
California Refrigerator Co. Lists Parts & Supplies

SAN FRANCISCO—As a supplement to its recently issued catalog of refrigeration parts and supplies, the California Refrigerator Co. of this city has prepared a special bulletin listing some stock added to its shelves since the catalog's publication.

Among items listed are the following:

Parts for Starr Freeze, Servel, Gibson, Copeland, and Dayton refrigerators; Fedders condensers, evaporators, and coils; Kerotest, Mueller, Chase, and Imperial fittings; Tag, Ranco, Penn, Minneapolis-Honeywell, and Friez controls; Siamese test gauges; Zero-Flex moisture seal; motor pulleys and fans; valve discs and reeds; sylphon and rotary seals.

Small Motor Laboratory



Westinghouse motor design engineers work out their theories in this small motor laboratory.

Heat of Flue Gases Used in Humidifier

MINNEAPOLIS—Winter humidifying apparatus trade-named the "May-Day" and designed for installation between the furnace and chimney of homes, so as to recover the heat of hot flue gases for use in humidifying, has been introduced by the Minneapolis Air Conditioning Co., according to W. H. Seymour, head of the company.

List price for the apparatus is $89.50, without installation or automatic controls.

The equipment stands 48 in. high, 28 in. wide, and 15 in. deep. It has a pipe connection from the furnace, and a discharge to the chimney. Hot gases from the furnace thus heat the equipment by means of baffle plates, and pass up the chimney at much lower temperatures.

In a separate system of air flow through the humidifier, air from rooms of a house is brought in by a fan, forced through a water spray chamber, and back into the house as warmed and humidified air.

The humidifying spray is controlled by means of a humidistat located upstairs.

Mr. Seymour claims that from 40 to 60 per cent of the heat ordinarily lost in hot flue gases is recovered. The apparatus is based on the Jordan patent No. 1,875,464.

Clerk Makes 98 Sales On Night Calls

PITTSBURG, Kan.—Dick Hickman, until recently connected with Sell & Sons, G-E dealer here, during the first eight months of this year sold 89 G-E refrigerators and nine ranges on night calls alone.

He was employed as a clerk in the store during daytime and worked as salesman only after store hours. He made at least three calls each night during the week.

Mr. Hickman, a short time ago accepted a position as sales manager in charge of G-E appliances for Ramsay Dry Goods Co., Joplin, Mo.

To maintain a good reputation over the course of years a product must be intrinsically good and its performance consistently dependable. The high regard with which Universal Cooler units are regarded by the public and the trade indicates the strict quality standards to which Universal Cooler adheres in all its manufacturing policies.

UNIVERSAL COOLER CORPORATION
DETROIT, MICHIGAN BRANTFORD, ONTARIO

MANUFACTURERS OF A COMPLETE LINE OF HOUSEHOLD AND COMMERCIAL REFRIGERATION EQUIPMENT

PERSONALITIES

By George F. Taubeneck

Nice Fresh Eggs For Norge Dealers

Any day now you're liable to see a sign something like this overhanging a Norge dealer's showroom: "Norge Rollator refrigerators, Whirlator oil burners, Broilator stoves, Cleanator washers, and Nice Fresh Eggs."

No kidding. Major HOWARD BLOOD, able president of Norge Corp. and first vice president of Borg-Warner, has gone into the poultry business. And gone into it with a very large and impressive bang.

Somehow the thought of one of the nation's most successful manufacturing executives turning his talents loose on the lowly barnyard fowl is most interesting to contemplate. It is almost like Conductor OSSIP GABRILOWITSCH and the Detroit Symphony Orchestra playing "Bugle Call Rag," or Town Crier ALEXANDER WOOLLCOTT reviewing the Mt. Pleasant Township School senior class play.

When we voiced our mild astonishment to JERRY STEDMAN, Cramer-Krasselt creative man who rode out to the farm with us, he answered:

"Uh-huh, it surprises 'most everybody; but wait until you see how those chickens are cared for—and *wait until you taste the eggs.* I'm not kidding you one whit when I tell you that those eggs taste different—*and better*—than ordinary eggs."

So when Major Blood phoned the other day to invite us out to spend Sunday afternoon at his farm and see his pure-bred chickens, it was with honest delight that we accepted.

* * *

Making a Country Estate Pay Dividends

Expecting to see a conventional chicken ranch, we were dumbfounded to find a magnificent farm of 660 acres, a fine colonial country home, a mammoth barn, and nary a chicken in sight.

And at once we caught the idea. Major Blood, with characteristic business acumen, had acquired a *profitable* country estate. It is a place where he and his family can find relaxation and peace and contentment; yet it is being run on such a businesslike basis that it will pay its own way, like everything else its owner takes under his wing.

The 660 acres include stands of corn, wheat, oats, and alfalfa, as well as pasteurage for his 97 head of cattle—pure-bred Hereford steers from the Kansas plains. Apple and peach orchards are under cultivation. And then, of course, there are the chickens. Maybe we'd better get back to the subject of those chickens before you get too impatient.

* * *

Contented Prisoners

Foremost fact about these fancy White Leghorns is the dictum that they must be prisoners from the day of their birth. Never do they see the sun; not once do their feet touch the earth; nary a worm can they scratch up and pull from the ground.

Day-old chicks are shipped to the Blood farm from a breeder in Massachusetts. These chicks are confined in cages and placed in an 80° F. steam-heated room. Here they can see their specially prepared food only by red light, for in red light they can't see blood, and hence have no temptation to indulge their cannibalistic tendencies.

When they have grown sufficiently they are moved to new quarters, still cooped, although now necessarily fewer to the cage, where their rations become a little more substantial. Here the roosters are separated from the hens, and begin their eat-and-grow-fat, short-but-gluttonous existence.

At the age of 10 weeks the small-boned, fat roosters become broilers, and go to market. By this time, however, the hens have attained the dignity of separate cages—18x14x18 inches in size.

These cages have slanting floors, so that when the hen lays an egg, said egg will roll gently outside the cage to a little trough, from which it is collected by the attendant.

On each cage is a daily production chart, where the arrival of each egg is duly recorded with an X. And with the hens it's either the X or the ax, for if they don't make their quota, out they go.

If a hen lays 12 eggs a month, she is earning her board at the Blood farm, but isn't regarded with an especial favor. Major Blood has a goal of 200 eggs a year (average) for each hen (100 a year is a good average for most poultry raisers). He declares that an average of 175 eggs per hen per year should be easy of attainment.

At present Major Blood has some 1,000 chickens in his big, clean barn. Eventually he will have 3,500.

(It should be remarked, parenthetically, that Norge's president has had his farm for just eight months. In that time he has converted it from a run-down, falling-to-pieces homestead to a highly modern, neat, clean, well-kept modern farm. Four farm families live there, and work on the place.)

* * *

No Excitement

Most people who come to look at Major Blood's chickens find themselves waxing sympathetic over the absence of adventure and excitement in the lives of these prize fowl. No exercise, no freedom is theirs. One would expect them to be as unhappy as a Lucky Strike salesman who finds himself in the presence of a "No Smoking" sign.

But there are compensations. Did you ever see a forlorn, bedraggled, thoroughly wet chicken standing on one foot on a cold fall or winter day? Contrast his discomfiture with the comfortable, warm, well-fed Blood chickens, which spend their days in clean, steam-heated quarters where they receive the best of care.

True, they get no exercise. All their energies are devoted to egg-laying. On the other hand, they don't have to scratch for their food. It's brought to them regularly, scientifically blended.

The poor roosters, of course, never have a chance. But the hens have the solid satisfaction of work well done—and, after their egg-laying days are over, the best of them are sent back to the breeder's farm, where they can at last have the companionship of some nice roosters, and know all the joys of motherhood.

* * *

Illinois Farmers Would Be Shocked

Throughout the entire trip we were mentally contrasting Major Blood's Last Word in Egg-Producing Plants with the chicken farms down home in Illinois. To the ordinary dirt farmer, the sight of that clean, neat barn with its line production facilities would be as startling and shocking as would be the sudden appearance of a Broadway showgirl—complete with platinum tresses, beaded eyelashes, and Kleiglight tan make-up—on Main Street, Marshall, Ill.

We'll bet they'd be angry, clean through, and sick to their stummicks, too, by gum. The idea of that there smart city feller thinkin' he can make a factory out of a farm. It jest ain't nacheral, nohow; and gosh-ding it, he'll soon find out a thing or two when he gets the bills.

And that attitude, we submit, is probably why we have a Farm Problem today.

Also it amused us to imagine how much fun Publisher F. M. COCKRELL would have with an operation like that.

With his inventive genius for hooking up electrical control contrivances, he'd probably fix things so that the laying of an egg would automatically close a circuit which would ring a bell in the caretaker's home, move the pencil on a graph meter, register the egg on a tabulator, cross-file the egg's serial number in a visible index, flash the news on a teletype to his private office, punch a timeclock, switch off the lamp in the hen's cage, wake up the hired man, turn out the lights in the garage, regulate the heat, and notify a Detroit grocery store by telautograph that another Norge egg was on its way to market.

* * *

The Farm

Situated about 40 miles northwest of Detroit's city limits, the farm is really a beautiful property. Its wooded patches, its gentle undulations, and its handsome buildings and carefully-tended appearance all make it a joy to the beholder.

On that Sunday we rode all over it in a Ford V-8, which apparently can go anywhere a horse can. It (the farm, not the Ford) provides the busy Norge president the best of change and relaxation from the grind of his office.

After the inspection tour, we came back to the cheerful colonial home, where the charming Mrs. Blood was entertaining C. L. FOSATTI, Norge export man, and his family; HARRY H. WHITTINGHAM, Norge sales executive, and his two children; and JERRY STEDMAN of Cramer-Krasselt.

Also present were and adding to the pleasant atmosphere Major Blood's son, "Howdy," who has been mentioned in this kolyum before, two of his three attractive daughters, a talented young man who could stop the show anywhere with his ingenius piano arrangements, several assorted boys named George, two fireplaces, a Scott all-wave radio, and a hot buffet supper.

* * *

What-a-Week No. 245

Your favorite kolyumist wasn't worth much around the Business News Publishing Co. this week ("heh, heh," dirtylaughs an associate, peering over our shoulder, "or any other"), on account of there having been so many people in town. And so many get-togethers. And, by corollary, such late hours.

Take the Kelvinator fraternity, for instance. Distributors, field men, utility executives, and we don't know who-all were conferring and conversing in dark, mysterious tones in and around Detroit all week. Two nights of the week we found them down at the Book-Cadillac, and on each occasion were unable to break away until a sullen dawn came up, dripping, over a dank and misty eastern horizon.

Such good and true old friends as GEORGE DENT, youthful distributor from Bay City, Mich., CAMPBELL WOOD and his new assistant, GEORGE BROWN (formerly manager of the Electric Refrigeration Bureau) from New York City, District Manager CAL MITCHELL, Advertising Manager VANCE WOODCOX and his similarly-named henchman, GEORGE WILCOCK, Agency President WILLARD FRENCH, genial HIB DAHL and his gang from the Northwest, WALTER JEFFREY, FRED HULBURD, and CHARLEY HADDEN helped make the night hours interesting.

Among the most interesting talks we had was one with A. E. WARD, Utility Management Corp., New York, who is one of Kelvinator's most important customers.

Mr. Ward declares, incidentally, that the human interest pictures in the NEWS are making it the most interesting and "most quickly picked up" trade paper of the day. To him its photographs are matched in interest and excellence only by those in *The American Golfer.*

Simultaneously with the Kelvinator council-of-war, Norge men were putting their heads together and engaging in deep thought. And first thing we knew, telephone invitations for this-a and that-a were coming in from such stout fellas as DENNY DENSMORE and GLEN O'HARRA, the able western and eastern sales-managers (respectively) for Norge products, Distributors PETE SAMPSON of Chicago and DAVID BURKE of Detroit, BILL ROWLES, Norge commercial sales manager, and others—invitations which could not be refused.

Two nights were devoted to listening to these gentlemen, and to Vice President JOHNNY KNAPP who, my hearties, has something new up his sleeve (that, of course, isn't news—Johnny generally has something new coming up).

Then there was a small Cramer-Krasselt (advertising agency for Norge) party on Friday night, from which much information and amusement were to be obtained. Host G. P. STEDMAN, President WALTER SEILER, and that princely young account executive, COREY FAUDE, helped make that evening memorable.

Oh yes, and there was that extraordinarily pleasant evening with the brilliant and witty CLARK WILMOT, who handles the Kelvinator account for Brooke, Smith & French, and who, in our humble opinion, has one of the most creative mental endowments which has yet been called into the service of the refrigeration industry. Nor can we leave out the farewell to JOHN WYLLIE, Temprite Products sales-manager, on the eve of his first trip to the Pacific Coast.

Altogether it has been a dandy Old Folks at Home Week. And if anyone, after catching sight of this drooping and sunken pan of ours, signs "Where'd You Get Those Eyes?" to us, they'll be handed this little piece for their answer.

* * *

Television Ready

For some time we have been picking up hints here and there that commercial television was ready for the market, technically speaking, and that the chief thing holding it up was that it might endanger the huge investments its owners already had in the radio and motion picture industries.

How best to give the public television, and yet not damage the market for talking pictures and ordinary radio reception, seemed to be the big question that had the Powers That Be puzzled.

And now we hear that there is another important obstacle blocking the path to the development of commercial television: It would require an investment of some 200 millions of dollars for transmission equipment in order to make television feasible.

In the first place, television transmission equipment is exceedingly complex and excessively expensive. In the second place, it would be necessary to establish chain stations all over the country at intervals of from 35 to 40 miles in order to insure good reception.

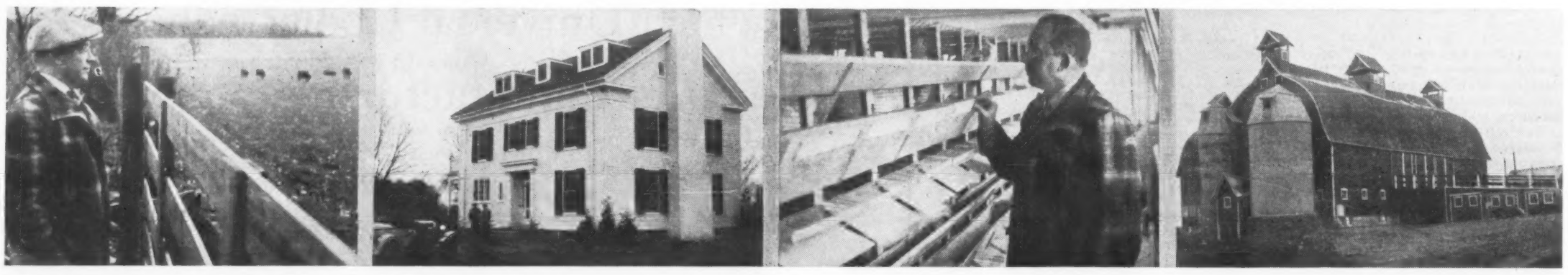
The eye, scientists point out, is much less tolerant of distortion than the ear. Hence it is absolutely essential to override static and interference levels if satisfactory pictures are to be obtained.

Television receiving sets, according to our informant, will be priced initially at from $250 to $500 retail. They will reproduce a 7x7-inch picture which will have all the detail of an ordinary photograph. The transmission of films by television has now reached a highly satisfactory stage.

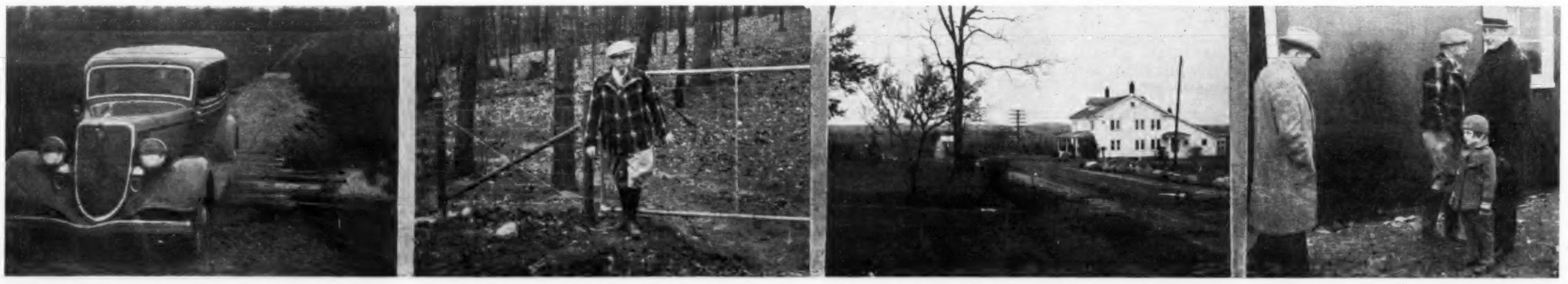
Efforts are now being made to interest the government, which seems about to embark on another spending spree, in providing the necessary capital for the nation-wide network of sending stations, under the guise of Public Works. Inasmuch as that would give the government a measure of control over television broadcasting, which will be a major information dissemination service in this country, obtaining the $200,000,000 does not seem so impossible.

At any rate, distributors and dealers should keep eyes and ears open for the advent of the product they have all been awaiting so impatiently.

Major Howard Blood, President of Norge, Gets into the Poultry Business



(1) Howard Blood, president of Norge Corp. and first vice president of Borg-Warner, looks over one of his new fences at part of his herd of Hereford steers. (2) The Blood country home. (3) Major Blood reads the daily production chart of one of his pure-bred White Leghorn hens, which are couped in batteries of cages like these. (4) Chickens are housed in this barn.



(1) Over hill, dale, and brook Major Blood surveys his 660-acre farm in this Ford V-8. (2) Beautiful woodland scenes like this are to be found on the farm. (3) Looking east toward the home of one of the farmers living on the place. (4) G. E. Stedman of Cramer-Krasselt, Major Blood, H. H. Whittingham and his small daughter.

TVA COMMENT

Georgia Power Explains Relations With TVA to Employees

ATLANTA—Concerned about the probable effect of the Tennessee Valley Authority on the employees' jobs and the business of the Georgia Power Co., should the TVA take over the electric business in Georgia, the power company has issued the following statement to its employees:

"Briefly, there is no reason for us to become panic-stricken. But, there is no denying that the TVA offers a threat to our jobs and our business.

"Whatever comes of the Atlanta agitation, the people of Georgia may be asked to decide, at some future date, whether the TVA shall take over the electric business in Georgia or our company shall remain in business.

"For the information of those who may not be familiar with the circumstances which brought the TVA question to the fore, here is some past history. Alderman Murphy, a candidate for mayor of Atlanta, sponsored an investigation of the possibilities of bringing TVA power to Atlanta and the investigation was authorized by the City Council on Aug. 6.

"A report was made to the council on Aug. 20. The report itself and certain ordinances authorizing charter changes that would be necessary in adopting the TVA plan were referred to committees. A public hearing on the proposal has been deferred to Sept. 14.

Reactions of Employees

"The first reaction of many of us in the company when the council first acted, was to get angry or to get our feelings hurt, or both.

"'Is there no limit at all to what the public will do to us?' we asked. 'Here, we've got rates that are already among the lowest in the country and we are giving good service, far above the average, and yet they threaten us with TVA! We've taken an unmerciful beating the past few years—the depression, salary cuts, rate cuts on top of rate cuts, increased taxes, increased expenses.

"'And now before the newness has even worn off of the last and biggest rate cut of all, they're asking for even lower rates. And threatening to take our business away from us entirely if they don't get them. Is there no way to satisfy the public?'

"No doubt, many of us had such feelings, because the news came as a shock and surprise. But if any of us still have such feelings, let's forget about them.

"First, because they aren't justified. Second, because feeling angry or hurt toward our customers is about the worst possible way to try to run this business—or any other business.

Declares Public Is Pleased With Power Co. Service

"Here are some reasons—

"1. There is no evidence at all that the public in general is interested in this TVA proposition. On the contrary, there is every evidence that our customers are better pleased with our rates and our service than they have ever been. The public as a whole is not responsible for the actions of one or two individuals.

"2. But the issue has been raised, and many of our customers are asking, just as you are, 'What about this TVA?'

"3. The question you are most likely to get is 'What about those low TVA rates?'

"Wouldn't your curiosity be aroused if somebody offered to reduce your rent, your grocery bill, and the price of hair-cuts? And if you asked questions about it, it wouldn't be any sign that you were mad at your landlord, your grocer and your barber, would it? Expect your friends to ask questions about the TVA rates. But the rates happen to be a very small item in the full story of the TVA.

"4. The public curiosity about the TVA which has been aroused is really something for which we should be thankful. We know we have a good company and it's doing a fine job. The best thing that can happen is for the public to ask for, and get, ALL of the facts on both sides. The facts don't hurt us; they help us.

"And, now, let's see what are some of the facts.

Agreement Would Stop 'Invasion' of TVA

"First, and as a preliminary to the main story, this company is a party to a contract between the TVA and the Commonwealth and Southern, under which the TVA has agreed not to invade any part of the territory served by this company until three months after the TVA's Norris dam, near Knoxville, has been completed.

"Assuming that the TVA doesn't break its contract, and there is no reason for believing it will, there is no possibility of TVA power being brought to Atlanta, or Georgia, for at least two or three years.

"If anyone should see fit to criticize that contract in talking to you, just remember this—the TVA, with all the authority it has and with the power of the federal government back of it, would not have entered into that contract, unless the TVA considered it an advantageous contract for the TVA.

"It is a mutually advantageous contract, as all contracts should be, but TVA was under no compulsion to sign it, if the TVA hadn't thought it a good contract for the TVA. The agreement not to invade our territory is only one of many items in the contract. Space is not available here for discussing the other items.

"Furthermore, if anyone should criticize that contract, you can say that it has the approval of Senator Norris, god-father of the TVA and the man for whom Norris dam is named.

"In a statement published in *The Birmingham Post*, Jan. 20, 1934, Senator Norris gave his approval to what the TVA officials had done in signing the contract. He said:

"'It is better, I think, under all the circumstances, to accept the action of the TVA without criticism. I believe they were justified in the action they have taken.'

"He also said: 'The intent of the law, as expressly stated, is to serve municipalities within transmission distance . . . but, again, this must be considered with reason. They (the TVA) do not have the power (electric power) now to comply with this provision.'

'First Cost' Important In Municipal Power

"But this mention of the contract is, as stated, merely a preliminary.

"The primary question in Atlanta, or in any other Georgia community which might consider joining up with the TVA, is this—

"Granting that the TVA rates are lower than this company's (and the present TVA rates are), granting that bringing TVA power here may reduce electric bills to some extent—what price will the consumer have to pay to get these reductions? What sacrifices will the public have to make in order to obtain these lower electric bills?

"Here are some of the answers.

"The most widespread misunderstanding about TVA is the belief that TVA plans to serve individual consumers direct. This is not the case at all. TVA power doesn't just drop from the skies on whosoever wills.

"The TVA plan is for municipalities to go into the electric business on their own, build or buy their own municipal electric distribution systems, and then buy wholesale power from TVA.

"Before Atlanta could begin doing business with the TVA, the city would have to go in debt more than $20,000,000 to get a city-owned distribution system, if the city even hoped to supply the public with electric service in any way comparable, in dependability and reliability, with the service we are now giving. And that figure doesn't include primary sub-stations.

"So, the first item of the price the public would pay would be this big increase in the city's debt—money borrowed and spent on a gamble, with the taxpayers holding the bag if the city's business venture should fail. (TVA doesn't guarantee the city against a loss, but it does practically prohibit the city from making a profit. All of the risk is taken by the city.)

City Needs Other Things More than Own Power

"The best that Atlanta could hope to get from the TVA would be good electric service at low rates. Atlanta already has that, and so have all the other communities we serve. So, in setting up a city-owned electric business, Atlanta would be spending an enormous sum to get something it doesn't need, and doing this right at a time when the city is faced with many urgent, pressing needs.

"Atlanta needs a modern sewer system and needs it badly. Atlanta needs wider streets, better paved streets, more schools, improved hospital facilities at Grady and Battle Hill. It needs many other things.

"It doesn't need to spend a penny of the taxpayers' money to get good electric service at low rates.

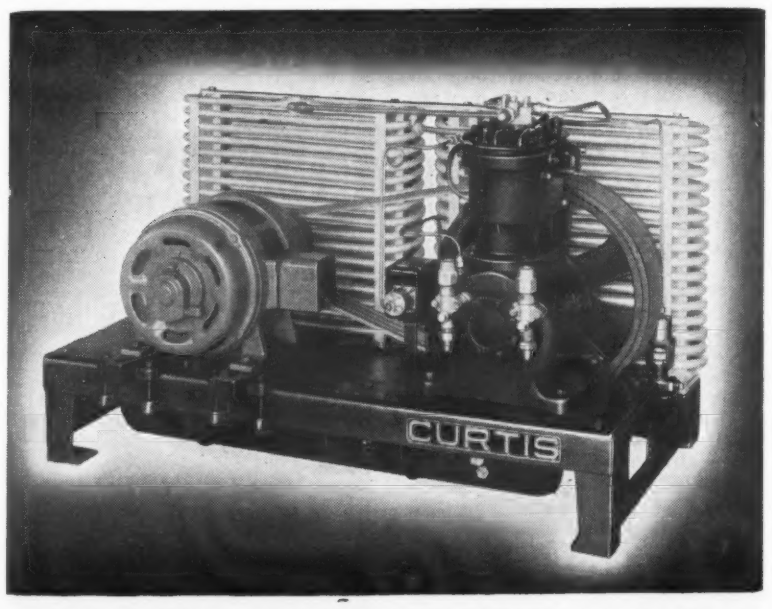
"So, the taxpayer and electric consumer is asked to sacrifice again. City money squandered on an unneeded electric plant cannot, of course, be spent again on needed improvements.

"Substituting a city-owned electric business for our privately-owned electric business means, of course, a tremendous loss in taxes. And other taxpayers would have to make up the loss—not only Atlanta taxpayers, but taxpayers all over the state.

"As you already know, we are the biggest taxpayer in Georgia, in Atlanta, and in most other places where we do business. We paid the city of Atlanta $393,540 in taxes for 1933. Our total taxes paid in Georgia were $1,942,649.

"Just to give you some notion of how much we pay in taxes to Atlanta, our company pays the city considerably more than is paid in taxes by all

(*Continued on Page 14, Column 1*)



CURTIS REFRIGERATION

Units to fit every need

CURTIS, one of the oldest compressor manufacturers, offers one of the most complete lines of refrigerating units—1/6th to 2 H. P. air cooled; 1/3rd to 15 H.P. water cooled—reflecting 80 years engineering, designing and manufacturing experience. Some desirable territories are still open for reliable distributors. *Write for details.*

80 SUCCESSFUL YEARS ESTABLISHED 1854

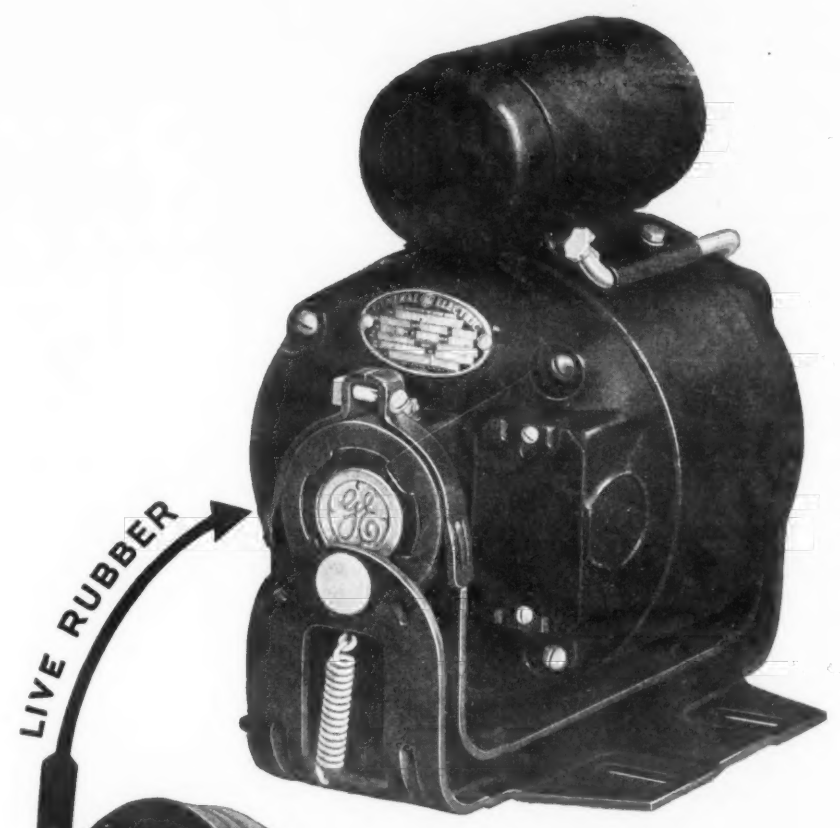
CURTIS

Curtis Refrigerating Machine Co.
Division of Curtis Manufacturing Co.
1912 Kienlen Ave., St. Louis, U. S. A.
518H Hudson Terminal New York City

See

the Sound-Isolating Mounting on the 1935 *"Care-free"*

CAPACITOR-MOTOR



PROVIDES SMOOTH, CUSHIONED POWER FOR YOUR REFRIGERATOR

THE 1935 Type KC capacitor-motor gives you smooth, cushioned power, with real quietness. It is mounted in large rings of springy, live rubber impregnated with a special G-E compound which makes the rubber impervious to oil. These rubber rings fit snugly into machined recesses around each bearing housing. This construction isolates inherent single-phase torque vibration.

Why not give your refrigerator the added advantage this motor will give it—a motor which offers more important features than any other refrigerator drive that you can buy?

NO OTHER MOTOR HAS SO MANY FEATURES THAT WILL HELP YOU SELL REFRIGERATORS

END-PLAY SILENCERS	CAST-ALUMINUM ROTOR
BELT TIGHTENER	BUILT-IN TERMINAL BOX
LARGE OIL CAPACITY	QUIET, RELIABLE SWITCH

To obtain unit responsibility for the electric equipment of your refrigerator, order G-E cold-control units, and cable, with the motor. For complete information, address General Electric, Dept. 6A-201, Schenectady, N. Y.

070-64

GENERAL ELECTRIC

Georgia Power Tells Why TVA Power Wouldn't Benefit Atlanta

(*Continued from Page 13, Column 3*)

of the office buildings, all of the hotels, all of the department stores, and the three daily newspapers. All of these combined pay considerably less than we do.

"Also, the company pays 175 per cent as much in taxes to Atlanta as is paid by all of the other public utilities combined—all railroads, telephone, and telegraph companies, etc.

"Any proposal to bring TVA power to Atlanta is a proposal to sacrifice this enormous tax revenue on a gamble that the city might make enough money out of a city-owned electric business to reimburse itself for its tax loss.

"Don't let anybody trip you by telling you the TVA plan provides that the city shall make enough money out of its electric business to pay itself 'taxes' equal to what the city would lose by putting us out of business.

"It doesn't do any such thing.

TVA Contributions in Lieu Of Taxes Are 'Optional'

"The situation is that the TVA plan permits Atlanta to pay itself these 'taxes,' when, as and if the city happens to make enough money to do it, after paying all expenses of the city-owned electric business, not only operating expenses, but bond interest and sinking fund, reserve for future construction and contingencies, etc. It's a big IF.

"Our taxes have to be paid before we pay anything else, or our property is levied on.

"But note this additional point about taxes. It's important.

"The TVA plan makes no provision at all for reimbursing the county, the state, and the school districts for the taxes they would lose, if Atlanta or any other city sets up its own electric business.

"The company, for the year of 1933, paid taxes on its property and business in the Atlanta area amounting to a total of $878,452. Nearly $500,000 of this went to the state, county, and other tax agencies outside of Atlanta.

"The TVA plan provides nothing for making up this $500,000 tax loss. It merely says that Atlanta may make up its own tax loss if it can.

"In addition, if Atlanta should go into the electric business, the tax values of the company's power plants, transmission lines, and other properties throughout the state would be seriously depreciated.

"Any way you figure it, a big loss in taxes is inevitable if Atlanta joins up with the TVA. And other taxpayers throughout the state would have to make it up.

"But we haven't yet mentioned one of the biggest items in the bill the public would pay.

"Atlanta is NOT located in the Tennessee Valley. None of Georgia is, except a small portion of extreme north Georgia.

"When the Georgia Power Co. builds power plants, it builds them in Georgia. The TVA millions are being poured out in Tennessee and Alabama.

"Mr. Arkwright makes the unqualified statement that, if Atlanta joins up with the TVA, 'there will never be another power development in Georgia.'

"Isn't Atlanta more interested in Georgia than in Tennessee and Alabama?

"You know of the millions on top of millions which this company has already brought into Georgia to develop the power resources of Georgia rivers. You know that in 1930 we spent nearly $20,000,000 on new construction alone, in addition to operating expenses.

"And you know that, as a result of our construction activities, thousands of Georgia people have benefited directly by wages paid to them or materials bought from them, and thousands of other Georgia people have benefited indirectly by the increased circulation of money in Georgia.

"You know that our company has been Georgia's leading developer for many years past—and will continue to be Georgia's leading developer in the future if the government doesn't cripple us.

"And all of our development work is done in Georgia, not in Tennessee and Alabama.

"The company has a half-finished power project on the Oconee River, near Milledgeville, as you know. When the depression set in, we had already done preliminary work on a series of power developments on the Chattahoochee.

"These developments will never be completed if Atlanta joins the TVA.

"So, bringing TVA power into Georgia means not only taxes lost, but wealth lost to Georgia—construction payrolls and supplies, operating payrolls and supplies, all lost to Georgia.

"Bringing more wealth into Georgia is Georgia's greatest need. We have the raw materials in abundance in Georgia and we have innumerable other assets as a state, but we need the facilities for developing our raw materials and our resources—and we need additional wealth to provide those facilities.

"It is Georgia's best hope for raising its standards of living and advancing to a higher plane of life for our whole people.

"When the Georgia Power Co. builds a power plant, it adds to the wealth of the state. It brings in new money by the millions from other states.

"The power development not only adds its own value to the wealth of the state, but it increases the value of all the surrounding land. It creates new places of interest, recreation, and resort. It attracts tourists from other states and that adds to Georgia's wealth.

"Just one home at Lakemont pays more taxes than was paid by the entire Stonepile district before the company built its chain of north Georgia power developments. And the taxes paid by that home are just a drop in the bucket compared with what the company pays in taxes on its developments there.

"Bringing TVA power to Georgia works in exactly the opposite direction. It destroys the value of this company's developments and it therefore subtracts from the wealth of Georgia. And every item of TVA-owned property in Georgia or city-owned electric property is property removed permanently from the tax rolls.

Long Transmission Line Begets a Service Problem

"Add this item to the bill which Georgia would pay if TVA power should be brought to Georgia.

"All of the items listed so far are financial losses which Atlanta and Georgia would suffer from bringing TVA power to Atlanta.

"We have not mentioned a matter which probably means even more to the individual user of electric service.

"If Atlanta should be supplied with TVA power, the city would be served over a transmission line 250 miles long, and Atlanta would be at the end of the line.

"Operating department folks, and most of the rest of us, know how hard it would be to keep the service up over a line that long. Even if the TVA built a double-circuit transmission line to Atlanta, its service to Atlanta would be definitely inferior to the present service.

"Atlanta has not had one single city-wide interruption in its electric service in five years.

"Nine separate and distinct transmission lines coming into the city from all directions; plus Plant Atkinson, with its 100,000 hp. of steam-generated capacity, on the outskirts of the city; plus four primary substations, have made that record possible, in spite of lightning, sleet, tornadoes, and all the other hazards of nature.

"Many of us remember what used to happen when Atlanta's power supply came almost exclusively from Tallulah Falls. Interruptions were so frequent there was wide-spread public complaint.

"That's why the company began, in 1920, its program of reinforcing Atlanta's power supply by building additional transmission lines, and similar reinforcing has been done throughout the company system. But even after considerable progress had been made in this program, Atlanta suffered 13 city-wide interruptions in 1925.

"Remember this was in 1925. We are happy that the situation has been corrected since then. But think back a moment to 1925. Electric refrigerators were a novelty then, and practically nobody had electric ranges or water heaters.

"If the power went off, industries and stores complained bitterly, but most folks in homes simply lit some candles and waited patiently for the electric lights to come on again. They expected the electricity to go off now and then.

"But would they, could they, put up with undependable service now? With electric ranges and water heaters in thousands of homes and with refrigerators in many more thousands, would inferior service be endurable now? Would the public be willing to go back to 1920 quality, or even 1925 quality, electric service now?

"The losses on food spoilage alone would probably be greater than any savings on electric bills which TVA might bring.

"And, the Atlanta-Tallulah Falls line is only 90 miles long. But the Atlanta-TVA line would be 250 miles long.

No Guarantee That TVA Can Keep Rates Low

"Admittedly, TVA's electric rates are lower than ours. No use debating that point with anyone. The government can fix rates just as low as it pleases because it always has the taxpayer to fall back on to make up its losses. The private company's rates must be high enough to cover the cost of supplying the service.

"But there are some points about TVA's low rates which are worth noticing.

"Residential Rates—Any residential consumer who is under the impression that the present TVA rates are to remain in effect permanently may be due for a sad awakening at some later date.

"Not only is there no guarantee by the TVA that the rates will be permanently low, but the TVA official contract specifically provides ways and means whereby the rates may be raised, if necessary to cover losses.

"Furthermore, the TVA contract provides that the rate at which it sells power to municipalities for resale to the public may be increased if the cost of living increases. And the cost of living is now rising!

"Commercial Rates—The TVA official contract provides definitely for discrimination against commercial and industrial consumers to make up for losses resulting from selling electricity to residential consumers at too low a price.

"All of the TVA commercial and industrial rates are "basic" rates, and it is specifically provided that surcharges may be added to these rates, without limit.

"TVA's 'basic' rates, if put into effect in Atlanta today, would immediately raise the electric bills of more than 2,000 of our small commercial customers. Our rates are lower than TVA's 'basic' rates to customers of this kind. And with surcharges added, many additional commercial and industrial customers would have their electric bills increased by bringing TVA power to Atlanta.

"Industrial Power Rates—In addition to the provision for surcharges without limit on industries, as explained above, the TVA official contract requires that municipalities which sign up for TVA power shall consider industrial use of power a secondary purpose. Sale of power to industries, under the TVA plan, shall be principally for the purpose of obtaining a high load factor and revenue, so as to permit domestic and rural use of electricity 'at the lowest possible rates,' according to the TVA official contract.

Lowered Rates at Tupelo Not a Fair Example

"In practically anything you might read about the TVA's achievements so far, you are likely to find Tupelo, Miss., featured prominently. Tupelo was the first town that obtained TVA power and adopted the TVA rates.

"You will read stories telling about the big reductions in electric rates and the big increases in use of electric service by homes in Tupelo since the TVA began doing business there.

"The figures that are presented as to comparative bills in Tupelo 'before and after TVA' are impressive—that is, they are impressive to readers who do not know the whole truth about Tupelo.

"Tupelo is a 'wholesale town.' Formerly it bought power from the Mississippi Power Company. Now it buys it from the TVA. The TVA price for wholesale power is less than the price which Tupelo formerly paid the private company. But that reduction is a minor factor in the great change which the TVA wrought in Tupelo.

"The low-down is that Tupelo had very high rates, higher than the retail rates of the private company and higher than the rates charged by many other municipal-ownership towns.

"Also, Tupelo had a very low average consumption by residential consumers. Information which we believe reliable is that the average annual residential consumption in Tupelo was less than 400 kilowatt hours, by comparison with the national average of 614, the company's average of 831.2 for the system, and the Atlanta average of 892.2.

"Consequently when the TVA went into Tupelo, reduced the rates and launched aggressive selling efforts (at TVA's expense), it was an easy matter to make a sensational showing of rate reductions and increased consumption.

"It was the highness of Tupelo's previous municipal rates and the lowness of the average consumption in Tupelo which made the comparisons sensational.

"Many have been given the impression that what happened in Tupelo is a measure of the difference between governmental ownership and private ownership. Obviously it is not.

"If TVA power should be brought to Atlanta or to any other community which we serve retail, the results would be in no sense comparable to what happened in Tupelo. And the reason is simply that—

"This company's rates are already so much lower and its average consumption so much higher than Tupelo's were.

"Athens, Alabama, has also been featured in the TVA publicity, along with Tupelo. The situation at Athens, Alabama, is almost exactly comparable to that in Tupelo.

"Proponents of the TVA power plan for Atlanta have claimed that the TVA rates would give electric consumers in Atlanta annual savings of from $2,254,560 to $2,994,960.

"We challenge those claims.

"Estimating that industrial and commercial users would save anything is pure guesswork, in light of the provisions for surcharges on them and other provisions in the TVA contract plus the fact that more than 2,000 small commercial customers in Atlanta would have their electric bills raised, even by the TVA basic rates.

"As for residential customers, it has been estimated that they would save $635,328 if the present TVA rates were installed. Evidence taken from the TVA contract itself shows that the residential consumer cannot afford to count on the present TVA rates remaining in effect permanently.

"But the estimate of $635,328 saved by Atlanta residential customers could not be counted as a net gain to Atlanta.

"The cold hard facts are that the present TVA rates are too low to cover the actual cost of rendering the service. TVA admits it in its of-

(*Concluded on Page 15, Column 1*)

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Georgia Power Co. Lists Arguments Against TVA

(*Concluded from Page 14, Column 5*)

ficial contract, when, in the section authorizing surcharges on commercial and industrial customers, it refers to—

"'. . . the development period in which the increased demand for power may not compensate for the greatly reduced rates.'

"So there will unavoidably be a loss overbalancing this estimated gain—and that loss will have to be made up by the taxpayers and the commercial and industrial customers.

"And the residential customers also can be called upon to make up the loss. The TVA contract specifically provides for it.

Cost of TVA Power to Atlanta and Georgia

"For these highly doubtful gains, Atlanta and Georgia would pay a tremendous price—

"1. An enormous increase in the city's debt, with the possibility that the citizens of Atlanta would be called on to pay off this debt.

"2. Indefinite postponement of civic improvements which are badly needed right now—schools, sewers, streets, etc.—if not definite abandonment of hope that these improvements can never be made.

"3. An enormous loss in taxes which inevitably must be made up by other taxpayers, not only in Atlanta but throughout Georgia.

"4. An insuperable obstacle placed in the way of future power development and industrial development in Georgia, thereby benefiting Georgia's competitor states and denying the people of Georgia the benefits of new jobs, new payrolls, increased circulation of money in Georgia.

"5. Definitely less dependable electric service, at a time when not only industries and stores but homes as well require and demand practically perfect service—when inferior service would be not only irritating but very costly to the consumer.

"Add up the cost of those items, and they are not a complete list, and balance them against a saving of a few cents a month to residential electric consumers.

"In counting up the final reckoning, gains against losses, don't overlook this item.

"Government-ownership of the electric business in Atlanta is not a local issue only. It affects the entire state.

"Our system is practically a statewide system. Our lines reach into nearly every corner of the state. And our rates are uniform throughout the entire 50,000 square miles we serve.

"If Atlanta withdraws itself from our system, Atlanta will make impossible the same quantity and quality of electric service and the same low rates, which the rest of the state is now enjoying.

"If the largest city in Georgia removes itself from our system, the smaller places and the rural sections will be forced to content themselves with inferior service and pay more for it.

"Even if Atlanta should benefit itself by going over to the TVA, and it is highly doubtful, the rest of the state would be certain to lose.

"Atlanta cannot help itself by injuring Georgia.

"The TVA is too big a subject to be covered in an article like this. As long as this discussion is, we have only hit the high spots.

"We have not mentioned the losses to thousands of Georgia people who have invested their savings in the company's preferred stock. We have omitted the highly important point that any city which signs up with the TVA surrenders a large measure of its sovereignty and the sovereignty of the state, giving them over into the hands of the Federal government. (The very name Tennessee Valley Authority implies that the TVA is to exercise 'authority' in and over the cities which sell out to it.)

"We have not pointed out the unfortunate position in which TVA-controlled Southern cities might find themselves if the Republicans should get back into power nationally, and these Southern cities should wake up and find themselves tied hand and foot in 20-year contracts, giving control over their affairs to a Republican administration, unfriendly to the South.

"These and many other things we have omitted for lack of space. But one thing is too important to be omitted. It is an additional sacrifice which the public would have to make if TVA power comes in.

"6. The public would lose the high quality of service YOU give them, and in its place would have to accept whatever grade of service municipal and governmental employes saw fit to give them.

"Government businesses do not persuade. They don't have to. They can compel. That is the outstanding difference between government-ownership and private-ownership, in our business or any other business—

"Private business persuades; the government compels.

"YOU have earned for this company its reputation as a company that is thoughtful of its customers; willing to oblige; considerate of complaints, no matter how humble the customer may be, and anxious to correct them; untiring in efforts to keep the service dependable, even if that means climbing an icy pole in the teeth of a gale and climbing more poles hour after hour; diligent night and day in making, and keeping, this a service from which the customer derives pleasure and satisfaction.

"Every employe has helped to build that reputation.

"And it is our largest asset, our strongest safeguard against attack on the company by outsiders.

"If you have a desire to help in this situation, you can do it.

"Be jealous of the company's reputation for good service and consideration of our customers, and be zealous in your own individual efforts to safeguard that reputation.

"Our customers will be reluctant to part with YOUR thoughtfulness and attentiveness, if we all join in to preserve the reputation our company now has, make certain we deserve it, and raise it even higher!"

Frankston Cites Danger of TVA To Other Industrial Centers

WHEELING, W. Va.—The Tennessee Valley Authority may rob Wheeling and other communities in the upper Ohio Valley of growing industries and make it almost impossible for them to attract new ones, writes W. J. Frankston, president of Wheeling, W. Va., Chamber of Commerce.

In the following statement Mr. Frankston points out adverse aspects of the project in Tennessee:

"Nation-wide publicity has been given to the federal activities to provide electricity at low rates through the use of natural resources and the harnessing of water power. Little need be said about these huge projects which will not be a reality until some time in the future. There is one, however, which is today functioning. This is the development of the Tennessee Valley.

"Taking over the Muscle Shoals dam from the Army, the TVA now has two dams on the Tennessee River in the course of construction and four others projected. These are considered necessary to produce the cheap power, although admittedly some considerable portion of the expense will be charged to navigation and flood control.

"It is not our purpose to challenge the policy of the federal government in regard to the expenditure of money to provide employment and a better standard of living for people in certain sections of the country. It is our purpose to point out some possible effects to industry in the upper Ohio Valley which may be brought about by the federal project in the Tennessee Valley.

"The TVA, or Tennessee Valley Authority, activities have been considered by most everyone as a yardstick for rates charged by public utilities throughout the country. This has been the principal source of approval by the consumer of light and power. The cheap power of the TVA has been held up as an argument for reduction of rates.

"It is not the purpose of this article to discuss the rates of power companies. It is not the purpose to uphold or condemn present rates for power and light. Our only purpose is to point out some dangers to industry and to communities such as our own—an angle which seems so far to have been overlooked.

"Granting the TVA is able to produce cheap power, the question arises as to the effect of this on industry in the upper Ohio Valley. Our section is outside the range of transmission of power from the Tennessee Valley. The steam plants which give employment to many in our territory will not be affected directly by the Tennessee Valley power. Our industries may, however, be seriously affected by the competition of industries within the range of service from these hydro plants.

"Part of the TVA plan contemplates taking TVA hydro-electricity into every hamlet and to every farm within a 350-mile radius of the Tennessee Valley. A survey shows that even with every electrical appliance imaginable in every home in the district, there will be a surplus of electrical energy in the Valley. TVA has answered this by setting forth the advantages of the Tennessee Valley to industries.

"With the hope of using the 72 per cent surplus of power which will be created by the project, those in charge have evolved the plan of making the Tennessee Valley a mecca of industrial activity in the nation. It is here that the Wheeling district and hundreds of other cities may be confronted by a problem which is vital to their economic welfare.

"The TVA in enumerating the advantages, have listed industries which they hope to attract to the Tennessee Valley. Among these are: plastics, porcelain, building stone, dyes, spark plugs, motor fuel, tar, bakelite, soap, roofing, fire-brick, bottles, glass, benzine, sanitary ware, paper, paints, zinc, pig iron, tile, floor tile, dry ice, pipe, china, furnace lining, coke, lacquers, clay products, medicine, motors, pottery, enamelware, and so many others that the complete list is almost beyond comprehension.

"Analyze carefully this partial list and give serious thought to the competition it means to local industries. We see the inevitable paradox. Cheap power made possible by our biggest taxpayers will enable new industries in the Tennessee Valley to compete with the Wheeling Steel Corp., the Weirton Steel Corp., and the American Sheet & Tin Plate Co. Sterling Products Co. and the Earle Chemical Co. will be forced to compete with government subsidized plants. Wheeling Stamping Co. (plastics), United States Stamping Co., and Bellaire Enamel Co. (enamelware), United States Zinc Smelting Co. (zinc), American Tar Products Co. (tar), Wheeling Tile Co. (tile and floor tile), Hazel-Atlas Glass Co., Imperial Glass Co., Central Glass Co., etc (glass and bottles). Warwick China Co. (china), and many other Wheeling companies operate types of business which the TVA seeks to attract to the Tennessee Valley.

"The paradox is more or less obvious. Cheap power made possible through taxation levied against our biggest industries will be used by TVA to attract them.

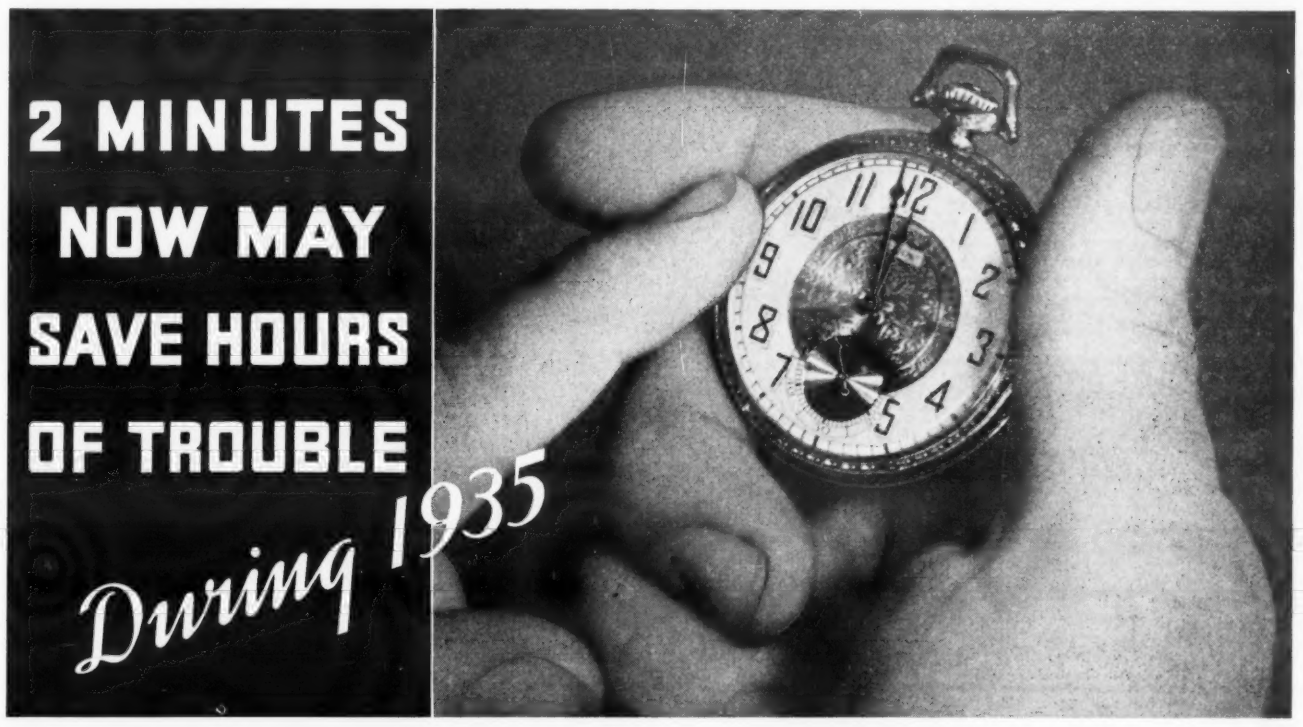
"Most of our important industries have such a large capital investment that it would not be economical for them to move. However, they may build new plants or develop new processes and when this is proposed, it seems probable that the final decision will favor the Tennessee Valley.

"Every Chamber of Commerce in the United States is trying to get new industries to locate in the city which it represents. New industries mean payrolls and business stimulation. Civic bodies often offer attractive inducements. It seems that this may become a thing of the past if TVA carries on, for no community can outbid the government for new industries. No community can compete with free lands and other grants made possible by federal subsidies.

"The TVA contemplates converting a rural community into a manufacturing district. Starting out to prove that cheap power will raise the standard of living it now contemplates attracting industries which are the life-blood of communities such as ours. The danger of the TVA is that it may rob us of our growing industries and make it practically impossible for us to attract any new ones.

"So what at first glance is merely a yardstick for measuring the possibilities of reduction of electric light and power rates, becomes in its final consummation a possible blow aimed at every industrial community in the United States. A blow financed by the very communities which it will more than likely harm by offering competitive industrial inducements to let them better compete with our own industries; by attracting new industries which might otherwise locate in the present industrial centers; and by soliciting our basic industries to place new plants in the Tennessee Valley.

"Are low rates for light and power at the expense of disallocation of all industry truly cheap?"



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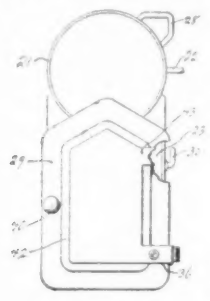
PATENTS

Issued Nov. 6, 1934

1,979,291. REFRIGERATING APPARATUS. Harry F. Smith, Dayton, Ohio, assignor to Frigidaire Corporation, Dayton, Ohio, a corporation of Delaware. Application April 30, 1931. Serial No. 533,996. 2 Claims. (Cl. 62—1.)

1. An element for use in mechanical refrigerators comprising an evaporator having a portion thereof forming an open



1,979,291

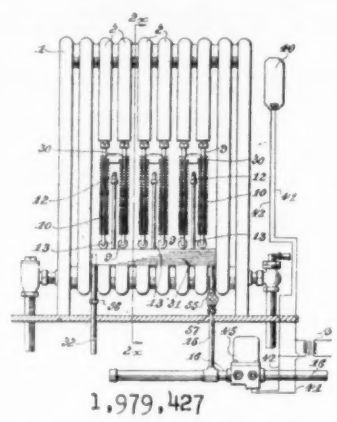
ended chamber for the freezing and storing of frozen articles, means forming a closure member for said open end of said chamber, said last named means comprising a heat conducting member, and means for supporting said closure member in position including a hinge of resilient non-conducting material, said element being adapted to be located as a unit with a refrigerator to be cooled.

1,979,373. APPARATUS FOR DEFIBERIZING WOOD. George H. Ellis, St. Paul, Minn., assignor to The Insulite Co., Minneapolis, Minn., a corporation of Minnesota. Application May 31, 1930. Serial No. 458,247. 12 Claims. (Cl. 83—75.)

1. In an apparatus for defiberizing wood, a plurality of abrasive elements mounted for rotary movement, a main hopper mounted for movement over said abrasive elements and adapted to receive wood to be defiberized, a plunger adapted to feed the wood in said main hopper into engagement with the peripheries of said abrasive elements, means for guiding the plunger in its up and down movements, an auxiliary hopper connected with said main hopper, means on the plunger adapted to cause the wood in said auxiliary hopper to be retained therein upon downward movement of the plunger, and said plunger guide means being adapted to tilt the plunger when the latter is moved to a position above said main hopper, whereby the wood in said auxiliary hopper may be delivered into said main hopper.

1,979,427. COMBINATION RADIATOR AND HUMIDIFIER. Harry S. Welch and William C. Barber, Rochester, N. Y. Application March 9, 1934. Serial No. 714,857. 6 Claims. (Cl. 237—78.)

1. A radiator made up of a plurality of upright sections placed parallel to each other, the sections at either end having a plurality of tubes therein extending the full height of the radiator, the intermediate sections having a portion of the tubes on one side cut away between the top and bottom, forming an evaporating chamber that is enclosed on five sides by the radiator sections and tube and is open on one side, a tube in each intermediate section connecting the lower



1,979,427

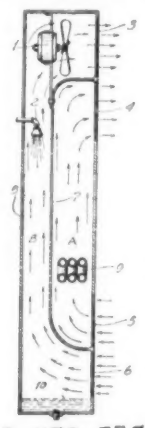
end of one of the cut-away tubes with the uncut full length tube permitting the circulation of water therethrough, fins on said tube to promote the radiation of heat therefrom.

1,979,482. ABSORPTION REFRIGERATING APPARATUS. Peter Kohler, Stockholm, Sweden, assignor, by mesne assignments, to Electrolux Servel Corp., New York, N. Y., a corporation of Delaware. Application March 12, 1931. Serial No. 521,989. In Germany Oct. 25, 1930. 12 Claims. (Cl. 62—119.5.)

4. In a refrigerating apparatus of the absorption type, raising enriched absorption liquid from the absorber by capillary attraction to a surface contacted by vapor from the generator.

1,979,538. AIR CONDITIONING APPARATUS. Ernest F. Fisher, St. Louis, Mo. Application Aug. 23, 1929. Serial No. 387,908. 4 Claims. (Cl. 261—117.)

1. An air conditioning apparatus comprising a bifurcated stack, one leg of said stack containing heating coils over which air to be heated is passed, the



1,979,538

other leg of said stack having a water spray nozzle, and a fan arranged to draw cold air up through the water spray, said fan arranged so as to discharge this cold air in a horizontal plane above the hot air issuing from hot air leg of said bifurcated stack and being adapted to induce increased movement of air through the leg of the stack which contains the heating coils.

1,979,546. TEMPERATURE CONTROL. Ralph M. Heintz, Palo Alto, Calif., assignor to Heintz & Kaufman, Ltd., San Francisco, Calif., a corporation of Nevada. Application Dec. 9, 1932. Serial No. 646,403. 6 Claims. (Cl. 62—7.)

1. A constant temperature bath comprising a container for receiving a fluid, means for freezing a portion of said fluid, means for preventing the remaining portion from freezing, and a receptacle for an article to be kept at a constant temperature positioned to be surrounded by said unfrozen portion.

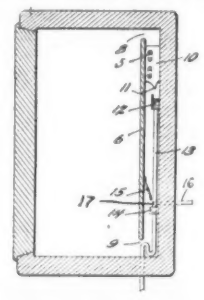
1,979,556. APPARATUS FOR AND METHOD OF MAKING SOLID CARBON DIOXIDE. Charles J. Jones, Pelham, and William H. Fitzpatrick, Jackson Heights, N. Y., assignors, by mesne assignments, to Adico Development Corp. Application Oct. 30, 1929. Serial No. 403,416. 14 Claims. (Cl. 62—121.)

6. Apparatus for making solid carbon dioxide from liquid, including a pressure chamber, a plunger reciprocating downward therein and a removable bottom closure adapted to hermetically seal the bottom of said pressure chamber, the upper part of said chamber being provided with a plurality of openings of relatively large area having screens removably fitted therein.

7. Apparatus for making solid carbon dioxide from liquid, including a pressure chamber, a plunger reciprocating downward therein and a removable bottom closure adapted to hermetically seal the bottom of said pressure chamber, the upper part of said chamber being provided with a plurality of openings of relatively large area covered by interchangeable removable elements of different structure and an exterior jacket into which gas may escape when the openings are not completely closed.

1,979,589. METHOD AND APPARATUS FOR CONDITIONING AIR IN REFRIGERATORS. Carl G. Vretman, Atlanta, Ga. Application Dec. 2, 1933. Serial No. 700,715. 10 Claims. (Cl. 62—103.)

10. The method of conditioning air in a food refrigerator comprising circulating air in the refrigerator, precipitating

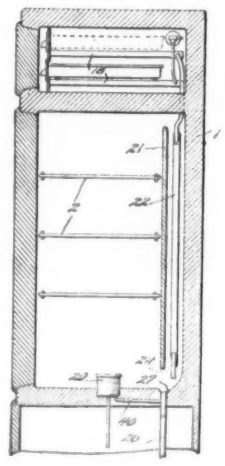


1,979,589

moisture from the air by chilling to remove contaminating matter, immediately removing the precipitated moisture from further contact wtih the air, and thereafter rehumidifying the air with fresh uncontaminated moisture to prevent drying of the food and absorbing further contaminating matter exhaled from the food.

1,979,590. PROCESS AND APPARATUS FOR CONDITIONING AIR IN REFRIGERATORS. Carl G. Vretman, Atlanta, Ga. Application May 25, 1934. Serial No. 727,534. 13 Claims. (Cl. 62—103.)

1. In apparatus for conditioning air in refrigerators, means for chilling the air and precipitating contaminated moisture



1,979,590

therefrom, means for removing the precipitated moisture from the refrigerator out of contact with the air to prevent reintroduction of the contaminating matter into the air, and means for supplying the dried and purified air with fresh uncontaminated moisture in the form of mist.

1,979,611. VALVE. John S. Forbes, Pittsburgh, Pa., assignor to Kerotest Mfg. Co., Pittsburgh, Pa., a corporation of Pennsylvania. Application April 9, 1932. Serial No. 604,190. 3 Claims. (Cl. 251—22.)

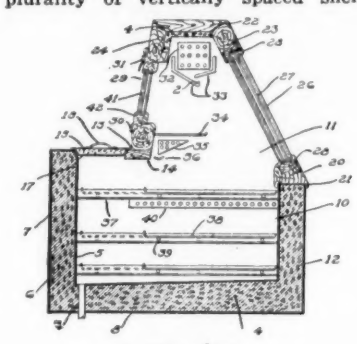
1. In a valve, a hollow body having a valve chamber and fluid passages therein communicating with said chamber, a valve seat between one of said passages and the chamber, an intermediate chamber communicating with the intermediate chamber, a valve seat between said chambers, a valve member in the valve chamber having opposed faces for alternately engaging said seats, a supplemental chamber adjoining the intermediate chamber, a diaphragm closing the supplemental chamber, said valve member having a valve stem extending from the valve chamber through the intermediate chamber and the diaphragm and connected to the diaphragm, with said stem having a reduced portion and an enlarged guiding portion on one side of the diaphragm and a threaded portion on the opposite side of the diaphragm, said guiding portion cooperating with the wall of said intermediate chamber, and means cooperating with said threaded portion for moving said valve chamber.

1,979,617. MECHANICAL REFRIGERATION UNIT. Frederick J. Heideman, Detroit, Mich., assignor to Kold-Hold, Manufacturing Company, Lansing, Mich., a corporation of Michigan. Application March 22, 1933. Serial No. 662,128. 9 Claims. (Cl. 62—126.)

6. An evaporator comprising an upper elongated chamber, a lower elongated chamber, a plurality of tubes connecting said chambers, and means for delivering a refrigerant to one end of said upper chamber and withdrawing it from the other end of said upper chamber, said delivery means being fashioned to direct the refrigerant into the tube nearest to the inlet end of said upper chamber.

1,979,625. REFRIGERATED DISPLAY CASE. Andrew E. Knapp, Detroit, Mich., assignor to Kelvinator Corp., Detroit, Mich., a corporation of Michigan. Application Sept. 18, 1930. Serial No. 482,732. 5 Claims. (Cl. 62—89.5.)

1. In a refrigerated display case having an opening in the top wall thereof, a plurality of vertically spaced shelves



1,979,625

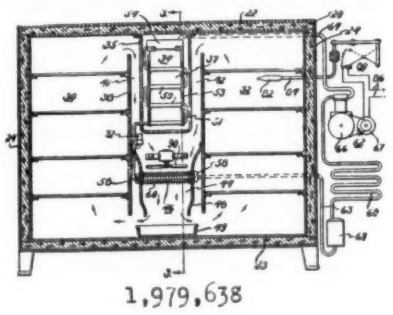
slidably positioned in said case beneath said opening, horizontally positioned heat absorbing means disposed directly below one of said shelves and above another of said shelves, and closure means for said opening.

1,979,630. HUMIDIFIER. Edward S. Lea, Morrisville, Pa., assignor to Fitz Gibbon & Crisp, Inc., Trenton, N. J., a corporation of New Jersey, trustee. Application April 4, 1933. Serial No. 664,300. 2 Claims. (Cl. 261—91.)

1. A humidifying apparatus comprising a water reservoir, a centrifugal device power driven on a substantially vertical axis to raise water from the body of water in the reservoir and sling it outward laterally in a sheet around its periphery, a foraminous annular screen surrounding the periphery of said centrifugal device to receive said sheet against it and having its lower end immersed in the body of water in the reservoir, to conduct water received against the screen from the centrifugal device downward and form an annular descending film of water on the screen, the screen being exposed to the atmosphere around its outer side, a centrifugal fan in suction connection with the space enclosed by the screen to draw its intake of air through said water film on the screen and through said sheet discharged from the centrifugal device, and a spiral discharge conduit surrounding the fan and having several convolutions with a continuous spiral wall, the central convolution being laterally open to the periphery of the fan to receive the fan discharge across the conduit and directly against said spiral wall and the conduit being adapted to conduct substantially the entire volume of air discharged from the fan continuously along a true spiral path.

1,979,638. REFRIGERATING APPARATUS. Lawrence A. Philipp, Detroit, Mich., assignor to Kelvinator Corp., Detroit, Mich., a corporation of Michigan. Application April 10, 1933. Serial No. 665,271. 10 Claims. (Cl. 62—116.)

1. Refrigerating apparatus comprising, in combination, a cabinet having a food storage compartment, a refrigerant evap-



1,979,638

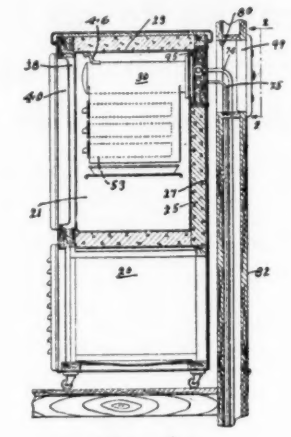
orating element disposed in said cabinet, a metallic shield arranged for isolating said element from direct contact with the circulating air in said compartment, said shield comprising means for precooling the circulating air, and a refrigerant evaporating element located below said shield for cooling the circulating air after it has contacted with said shield.

1,979,785. MILK COOLER. William J. M. Wroten, Clayton, Del. Application Jan. 16, 1933. Serial No. 652,053. 1 Claim. (Cl. 62—79.)

A milk cooler of the character described including an outer receptacle for dry storage of blocks of ice, the ice maintaining the air within the receptacle at a relatively low temperature, a readily removable container positioned within the outer receptacle in close proximity to the blocks of ice, a cooling medium received in the removable container, and a removable can positioned in the removable container and submerged in the cooling medium therein, the cooling medium in the removable container being maintained at a relatively low degree by the air in the outer receptacle.

1,979,842. REFRIGERATING APPARATUS. Mason M. Roberts, Dayton, Ohio, assignor to Frigidaire Corp., Dayton, Ohio, a corporation of Delaware. Application April 16, 1930. Serial No. 444,671. 4 Claims. (Cl. 62—116.)

4. Refrigerating apparatus including an insulated cabinet having a food compartment therein, said food compartment having an insulated door forming one wall thereof, a cooling unit supported within said food compartment, said cooling unit having a freezing compartment therein containing freezing receptacles, said freezing compartment having an opening on the front of the cooling unit facing the insulated door for ready access to the freezing receptacles, said cooling unit having removable controlling means on the rear of the cooling unit, said food compartment having a removable wall portion at the rear of said cooling unit to



1,979,842

provide ready access to the rear of the cooling unit and the removable controlling means.

1,979,851. MOTOR-COMPRESSOR UNIT. George Andresen, Chicago, Ill., assignor to W. B. Parkyn, Chicago, Ill. Original application Jan. 31, 1931. Serial No. 512,671. Divided and this application November 16, 1931. Serial No. 575,425. 2 Claims. (Cl. 230—207.)

2. In a refrigerating apparatus, the combination of a rotary compressor, a member in which the shaft of the rotor of said compressor is journaled and above which said rotor-shaft extends, said member containing a recess in its upper side at said rotor-shaft, a motor for actuating said compressor located above said member, a pipe leading from the outlet of said compressor to a point adjacent said recess for maintaining in said recess a body of the sealing and/or lubricating liquid discharged by the compressor from which recess the liquid overflows for collection, the recess being closed against discharge to the overflowed liquid and a housing into which said pipe discharges and into which said recess opens.

1,979,941. AIR CONDITIONING AND DISPENSING SYSTEM. Ira H. Jewell, Evanston, Ill. Application Aug. 19, 1932. Serial No. 629,506. 5 Claims. (Cl. 62—128.)

1. In a system for delivering drinking liquids to, and air-conditioning rooms of, a building, the combination with a closed circuit for liquids containing liquid-cooling apparatus and circulating means therein so that cold liquid is constantly circulating through the system, of a plurality of liquid delivery therein for dispensing the cold liquid from the circuit in different rooms connected to said closed circuit through which the liquid constantly circulates, and a plurality of air-conditioning devices connected to said closed circuit and located in different rooms, the temperature-controlling factor of which is furnished by the cold liquid circulating through the closed circuit containing the liquid delivery devices.

1,980,005. REFRIGERATOR CLOSURE. Walter G. Seeger and Gustave R. Seeger, St. Paul, Minn., assignors to Seeger Refrigerator Company, St. Paul, Minn., a corporation of Minnesota. Application Feb. 12, 1930. Serial No. 427,774. 13 Claims. (Cl. 20—35.)

1. A refrigerator closure including, inner and outer metal coverings, an inturned flange on one of said coverings, a metal frame enclosed by said coverings and secured to the other by said coverings, and a flange on said frame adapted to extend under said inturned flange to connect said coverings.

1,980,070. REFRIGERATOR CONTAINER. William J. Madden, Lansdowne, Pa., assignor to The Pennsylvania Railroad Co., Philadelphia Pa., a corporation of Pennsylvania. Application July 10, 1933. Serial No. 679,746. 27 Claims. (Cl. 62—91.5.)

1. In a refrigerator container, an outer casing lined with insulating material, an inner shell enclosing the lading and defining with said casing a circulatory passage of air, and a bunker for solid carbon dioxide disposed within said outer casing in indirect contact with said air passage, portions of said air passage being thermally exposed through said outer casting to the atmosphere to heat the air in said passage and promote its circulation.

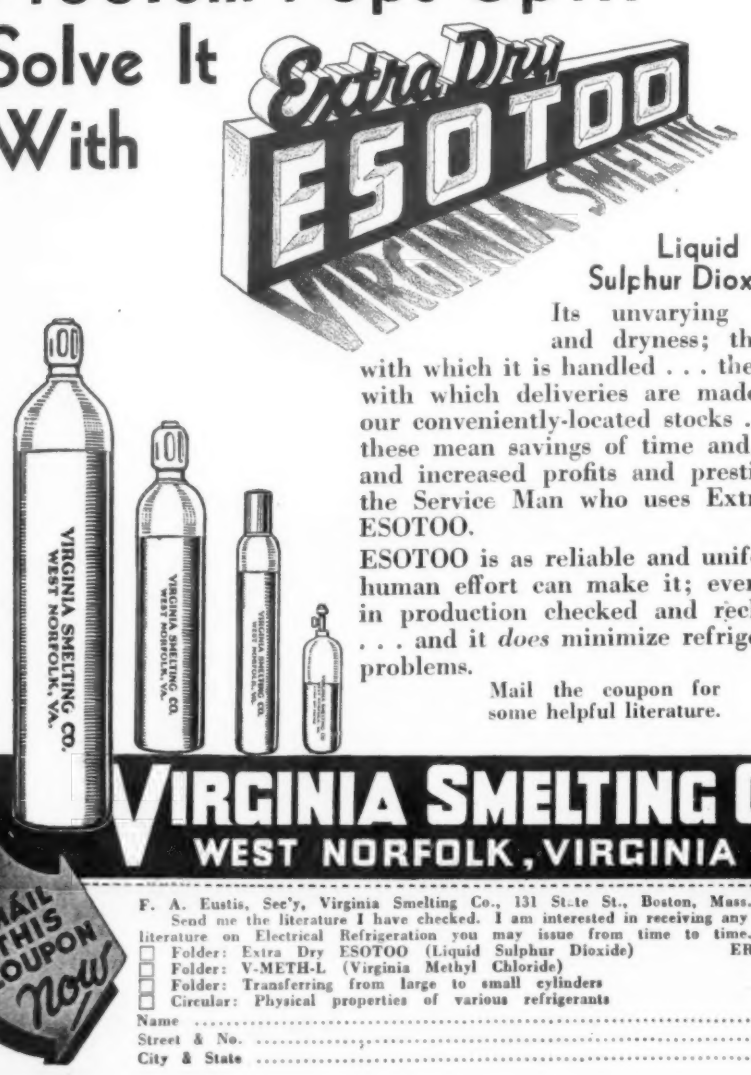
1,980,089. REFRIGERATION. Edward Rice, Jr., New York, N. Y. Application July 7, 1933. Serial No. 679,435. 6 Claims. (Cl. 62—91.5.)

6. In refrigerating apparatus cooled by a solid refrigerant, a space adapted to contain the material to be refrigerated, a solid metallic conductor located at the top of said space, and a refrigerant containing bunker located above a portion only of said conductor, the said conductor being formed by a substantially horizontal plate which forms the principal path of heat transfer between said space and the solid refrigerant.

1,980,109. AIR CONDITIONING SYSTEM. Harold A. Stockly, Alhambra, Calif. Application April 1, 1932. Serial No. 602,613. 6 Claims. (Cl. 257—8.)

1. In an air conditioning system for an enclosure, the combination of an humidifier, a heat exchanger having a confined air passage for air to be treated, a heater, an air output member for supply air to said enclosure, and air transmission means: said air transmission means comprising a network of conduits communicating with said output member for delivering treated air, communicating with a source of fresh air supply, and provided with an auxiliary intake for spent air from said enclosure, said conduits being communicable to alternatively cause said system to act as an air heating circuit or as an air cooling circuit; the air heating circuit comprising a line of said conduits conveying fresh air from said source through said humidifier, through said passage and through said heater to said output member, and a segregated line of said conduits conveying air from said auxiliary intake through said exchanger separate from the air in said passage; the air cooling circuit comprising a line of said conduits conveying air from said source.

When a Refrigerating Problem Pops Up...
Solve It With Extra Dry ESOTOO



Liquid Sulphur Dioxide

Its unvarying purity and dryness; the ease with which it is handled . . . the speed with which deliveries are made from our conveniently-located stocks . . . all these mean savings of time and labor, and increased profits and prestige for the Service Man who uses Extra Dry ESOTOO.

ESOTOO is as reliable and uniform as human effort can make it; every step in production checked and rechecked . . . and it *does* minimize refrigeration problems.

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F. A. Eustis, Sec'y, Virginia Smelting Co., 131 State St., Boston, Mass.
Send me the literature I have checked. I am interested in receiving any additional literature on Electrical Refrigeration you may issue from time to time.
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☐ Circular: Physical properties of various refrigerants
Name .....
Street & No. .....
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COMPANION MERCHANDISE

Nema Will Protest Govt. Purchasing

NEW YORK CITY—National Electrical Manufacturers Association will protest against government purchase specifications which are issued under conditions which impose inequitable restrictions upon bidders, it was announced recently by the Nema executive committee.

Some of the characteristics of such government purchase specifications to which Nema objects are as follows:

(a) That the bidder shall accept the same price and terms for an extended period of, for instance, even up to two or three years.

(b) Where the specifications are such as to practically preclude all except one or two bidders.

(c) Where the time for the submission of bids is so short that only an eagle eye and special Washington service will keep the prospective bidder informed in sufficient time to make a bid.

The executive committee has instructed section and group chairmen to notify Nema if at any time their sections and groups suffer from any conditions such as those outlined.

When such information with supporting facts or arguments is received by headquarters, Nema will make official protest to the government against the practice involved.

New G-E Water Heater Resembles 'Liftop' in Appearance

CLEVELAND—New automatic electric water heater has been announced by the specialty appliance sales department of General Electric Co. It will be merchandised through the water heater division, headed by J. R. Poteat.

Styled to resemble the new low-priced General Electric Companion range and the new G-E Liftop refrigerator, it has their height of 36 in. so that the three appliances form a harmonious combination. The water heater is 21 in. wide and 22½ in. deep, and has a capacity of 30 gal. It may be placed anywhere in the kitchen and its top, finished in white porcelain, may be used for working.

The tank, housed in a heavy rectangular steel case with baked white enamel finish, is Cop-r-loy all-electric welded and dip galvanized, guaranteed for 300 lbs. test pressure and 150 lbs. working pressure. The Calrod self-cleaning immersion unit is mounted on a brass flange-type support and is furnished in nine sizes ranging from 500 to 3,000 watts.

Thermostat is adjustable from 130 to 200° with factory setting of 150° to 155°. Rock wool insulation has an average thickness of 3 in. All plumbing connections are ¾ in. A deflector to reduce the velocity of incoming water spreads cold water evenly across the bottom of the tank and minimizes mixing with the stored hot water. The GW30A1 heater is priced at $63, f.o.b. factory.

Crosley Export Manager Dies Suddenly

CINCINNATI—Charles J. Hopkins, manager of the foreign department of Crosley Radio Corp. here, died suddenly at Cincinnati's Christ Hospital Nov. 8, from pernicious anemia.

Mr. Hopkins joined Crosley as head of its foreign department in 1925. For several years prior to that, he was export manager of the Music Master Corp. of Philadelphia. For 25 years he was associated with the foreign department of the Columbia Phonograph Co., serving for 12 years as that organization's resident manager in London, England, seven years in Argentina, and two in Brazil.

He had but recently returned from an extensive four-month business tour of European countries.

G-E Talking Kitchen Revamped for Use By Dealers

CLEVELAND—General Electric's "Talking Kitchen" which was in operation at A Century of Progress in Chicago during the past two summers has been revamped and improved for exhibiting at fairs, cooking schools, in department stores, expositions featuring electrical appliances, and like shows throughout the country.

The new "Talking Kitchen" made its first public appearance at the Cleveland public auditorium recently in conjunction with the *Cleveland News* cooking school and was the feature attraction at the Modernization Exposition held in Toledo the week of Nov. 11.

Operated by means of a basic control consisting of a machine which reproduces a special recording and automatically times the action and changes, the "Talking Kitchen," in addition to numerous small appliances, is equipped with electric refrigerator, range, and dishwasher.

The major appliances, talking in the first person, enumerate their many advantages and special features. Voices coming from an unseen source tell how speedily, economically, and automatically the various appliances preserve food, prepare meals, and wash the dishes. There are no attendants.

As the appliances are introduced by a mechanical announcer, a spotlight automatically is thrown on each as they begin their talks. Blue neon arrows flash on and point to the foot pedal, super-freezer, and temperature control when the Monitor Top G-E refrigerator discusses these features.

A feature of the "Talking Kitchen" is that the voice automatically shifts from appliance to appliance to heighten the illusion of refrigerator, range, and dishwasher conversing.

The "Talking Kitchen" closes its program with a song by the three major appliances extolling the merits of the G-E all-electric kitchen.

J. Walter Thompson Gets Radio Industry Campaign

CHICAGO—Radio Manufacturers' Association has announced the appointment of the J. Walter Thompson advertising agency to handle the nation-wide "five-point" promotion campaign in the interests of the radio industry.

No details as to campaign plans or appropriation were revealed.

General purpose of the campaign is to awaken the public to the strides which have been made in radio reception recently, resulting in the present crop of "all-wave" receivers.

Davison-Paxon of Atlanta To Handle Crosley Radios

ATLANTA—Davison-Paxon department store here, one of the largest retail outlets in the South, has been signed as a Crosley radio dealer, according to Herndon Thomas, radio manager of the Beck & Gregg Hardware Co., Crosley distributor in this city. The Davison organization is affiliated with Macy's in New York City and was formerly the Davison, Paxon & Stokes Co.

Standard Brands Buys G-E Equipment

SAN FRANCISCO—Standard Brands, national distributor of food products, recently purchased two G-E dishwashers, an Imperial range, and a Monitor Top refrigerator for its electric demonstration and test kitchen, maintained at the company's western headquarters here. Equipment was installed by Electric Appliances, Inc.

New Rules Obtained On Range Shipments

CHICAGO—Minimum weight necessary for carload shipments of electric ranges has been reduced to 18,000 lbs., as against prior minima varying from 20,000 up to 30,000 lbs., according to a recent report of the traffic committee of the electric range section of National Electrical Manufacturers Association.

The lower minimum is believed to make it considerably easier for customers to place orders for carload lots.

The traffic committee has also effected a reduction in the carload classification rating on electric ranges in the eastern territory, from third class down to Rule 26. This effects a reduction in the freight rate itself of 20 per cent.

The report also pointed out that the American Railway Association, Freight Claim Division, is making a special study covering the handling of shipments of white enamel parts. It is evident that the percentage of chipping on electric ranges in transit is higher than on other types of white articles, and it is believed that by following the suggestions which will come from the Freight Claim Division much of this difficulty will be overcome.

San Antonio Store Has G-E Department

SAN ANTONIO, Tex.—A department for General Electric appliances was recently opened by Wolff & Marx Co., department store here. The display of appliances is on the fifth floor where a General Electric kitchen has been installed. C. F. Hardy is manager of the new department.

Crosley Booklet Gives Pointers on Tuning All-Wave Sets

CINCINNATI—Helpful pointers on getting foreign broadcasts are given in a booklet just issued by the Crosley Radio Corp. for the benefit of short-wave fans.

The first thing to do, says the booklet which is a sort of short-wave primer, is to become acquainted with the proper technique of dialing in foreign stations. The short waves that carry programs from distant lands to your receiving set are quite different from the long waves we have been accustomed to.

Among the instructions given are these:

"The first rule for operating your short-wave receiver successfully is to tune carefully. The selectivity is so great that stations may be passed over without being heard at all unless the station selector is turned very slowly and carefully. If a slight whisper becomes audible, adjust the station selector very carefully in the region of it, and you may find a receivable station there.

"To locate the most stations, tune in with the volume control on the receiver turned on full. Then regulate volume with volume control. Do not reduce volume by de-tuning. Tune for the best reception and reduce volume by means of the volume control.

"Because of the great differences in time between different parts of the world, one must be familiar with these differences and with the broadcasting schedules of foreign stations to receive programs from other parts of the world.

"Weather conditions, and daylight conditions must also be appropriate before the reception of far-distant stations can be accomplished successfully.

"Ordinary broadcast signals are transmitted much better at night than in daytime. The situation is different, however, with regard to short waves. The preponderance of data is that some of them are transmitted better during daylight at the point of transmission and others at night. Ordinarily frequencies above 10 megacycles are not well transmitted after dark.

"Most broadcasting stations operate during the hours of about 6 a. m. (EST) to midnight.

"Static is at times much less troublesome in the short-wave region than in the ordinary broadcast region—especially in southern and tropical localities, short-wave reception is often quite satisfactory when reception on the regular broadcast channel is impossible."

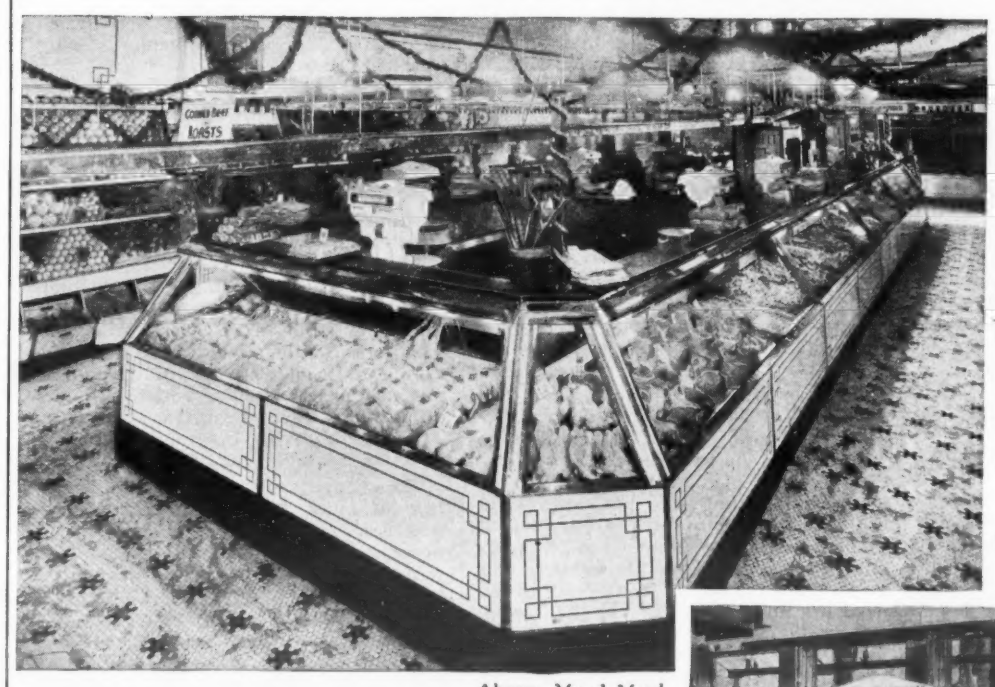
The booklet also contains a radio log of the leading short-wave stations of the world and tables giving best time to receive short-wave broadcasts from various distances, time-differences and conversions of megacycles and meters.

G-E Workshop Is Subject Of Regional Meetings

CLEVELAND—Winter sales plans, including merchandising of the G-E workshop, are the chief topic of discussion at a series of regional conferences being conducted by P. B. Zimmerman, manager of the General Electric specialty appliance sales department, with principals of G-E distributorships. A. M. Sweeney, sales division manager, is assisting.

The conferences opened Nov. 15 in Greensboro, N. C., and the schedule for other meetings is: New York City, Nov. 22; Cleveland, Nov. 27; Chicago, Dec. 3; San Francisco, Dec. 10; Dallas, Dec. 18.

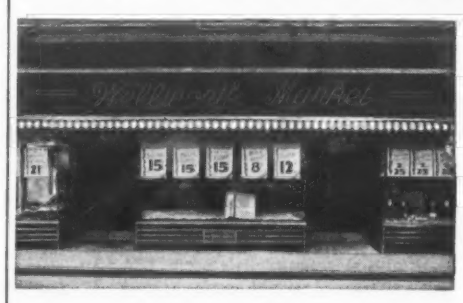
It *SELLS*... that's why *DISPLAY EQUIPMENT* like this is Easily *SOLD!*



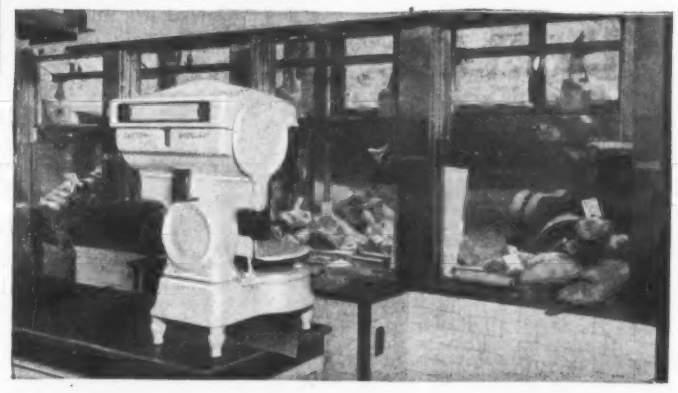
Above: *Monel Metal Trimmed Display Cases in the Wellworth Market in Boston, Mass.*

Above: *Monel Metal Trough and Back Splash in Wellworth Market, Boston.*

Below: *Monel Metal Trim on Showcases and Monel Metal Table Top in Wellworth Market, Boston.*



Left: *Wellworth Market, 2337 Washington St., Boston, Mass. Owner Lewis Siegel. Contains Monel Metal equipment installed and fabricated by The C. Schmidt Co. of Cincinnati.*



MONEL METAL *Shines Up dull corners, makes displays Sparkle, and Builds Up "Buying Urge"*

THE proprietors of Boston's Wellworth Market don't leave it only to the salesclerks to say "What else today, Madame?"

With the help of C. Schmidt Co., Cincinnati, Ohio, they've made the whole store say it . . . and say it so persuasively that customers often buy a lot more than is on their shopping lists.

For not only can customers *see* practically all the merchandise, but they are made to *want* it.

Freshness, wholesomeness and appetite appeal pervade this store. And it results from the generous use of gleaming Monel Metal.

All the display cases are trimmed with it. The neat counter tops are covered with it. The trim on windows and casements are Monel Metal, too. Even the chopping blocks have a Monel Metal trough and backsplash.

The Two Essentials Store Owners Demand of Display Equipment

While it is true that store owners demand first that display equipment shall produce sales, they also demand that it give long service without becoming worn and shabby.

Monel Metal equipment fills the bill in this respect, too. For it has tough strength that resists scratches and blows. Its silvery surfaces aren't harmed even by the harshest cleansers. And, being solid metal right through, there's no coating to chip, crack or wear off.

In fact, you can promise your prospects that Monel Metal equipment will continue to give shining service after ordinary equipment would have to be replaced.

Let us send you complete information on Monel Metal for store equipment.

THE INTERNATIONAL NICKEL CO., INC., 67 Wall Street, New York, N. Y.

MONEL METAL

Monel Metal is a registered trade-mark applied to an alloy containing approximately two-thirds Nickel and one-third copper. Monel Metal is mined, smelted, refined, rolled and marketed solely by International Nickel.

OVERLOAD COIL Inside Overload Body

● The overload coil of Type KR Ranco Thermostat is self-centered *inside* the overload body. Here there is greatest heat transfer with minimum loss, assuring accurate protection against overload. Write for complete descriptive bulletin.

RANCO THERMOSTAT

THE AUTOMATIC RECLOSING CIRCUIT BREAKER CO. - - - Columbus, Ohio

G-E Dealers Will Use Christmas Club Selling Plan

CLEVELAND—General Electric distributors and dealers will use their Christmas Club Plan again this year to stimulate refrigerator sales during the holiday season, according to A. M. Sweeney, manager of the sales division of the G-E specialty appliance sales department here.

The plan provides that the customer, usually the husband around Christmas time, join the Christmas Club and pay a small initial fee. Dues are approximately $1 a week until Christmas, depending upon the size of refrigerator purchased.

Prior to delivery of the refrigerator, the usual sales contract is executed, the initial fee and weekly dues constituting the down payment. Last year, G-E distributors found that about 50 per cent of club members followed through with their payments as planned, the remainder electing to make two or three payments of larger amounts.

Westinghouse' History Given to Salesmen

MANSFIELD, O.—In its Nov. 1 issue of *Cold Selling Talk,* publication for Westinghouse refrigerator dealers and salesmen, Westinghouse Electric & Mfg. Co. diverts from its customary presentation of news items and refrigeration sales articles to discuss the company's general background in the electrical industry.

The entire issue is given over to pointing out the significance of George Westinghouse' work in development of air brakes, lighting, and alternating current, the company's invention or refinement of other electrical devices, its building of the "Home of Tomorrow," etc. One page treats on Westinghouse refrigeration, calls it the company's "crowning achievement."

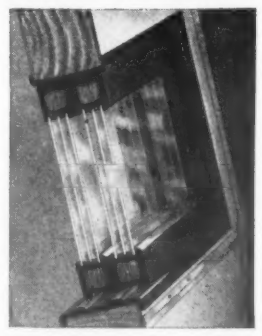
General Motors Declares Regular Dividend

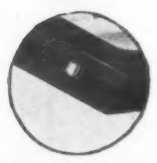
NEW YORK CITY—Directors of General Motors Corp. at their meeting Nov. 5 declared on outstanding common stock the regular quarterly dividend of 25 cents a share, payable Dec. 12, 1934, to stockholders of record Nov. 15, 1934. In addition, the regular quarterly dividend of $1.25 a share was declared on the $5 preferred stock, payable Feb. 1, 1935, to stockholders of record Jan. 7, 1935.

R. H. Grant, O. E. Hunt, and C. E. Wilson, vice presidents of General Motors, and John J. Schumann, Jr., president of General Motors Acceptance Corp., were elected to membership on the board of directors. A part of Mr. Wilson's time is given to affairs of Frigidaire Corp. in Dayton.

ACE HARD RUBBER ROLLER BEARING SLIDING DOORS

Ace hard rubber doors are supplied with roller bearings at slight extra cost





Warping and swelling of doors is prevented by the use of a reinforcing, laminated, plywood core, sealed entirely within Ace hard rubber doors.

AMERICAN HARD RUBBER COMPANY
11 MERCER STREET, NEW YORK, N. Y.
Akron, Ohio — 111 West Washington St., Chicago, Ill.

Nema Adopts Progressive Policy For Issuing Publicity

NEW YORK CITY—Adoption of a progressive policy on publicity has been announced by the National Electrical Manufacturers Association, following presentation of a plan for more widespread dissemination of information concerning the activities of the association made at the recent annual meeting in Chicago.

According to the report of the Nema publicity committee, trade association news has assumed increased importance since the advent of the NRA, and some definite system of furnishing news to trade journals and other organs has become a necessity.

Committee's Report

The report of the committee, which was chairmanned by Robert Edwards, is as follows:

"Since the passage of the National Recovery Act, trade associations as an institution have come in for more public recognition in the past year than in all previous business history. Nema as a trade association and as the Code Authority for the Electrical Manufacturing Industry is now of interest not only to the members but also becomes of interest to all to some extent—non-members, government officials, and others, including the general public. In other words, trade association activities are 'news.'

"For this reason, it seems necessary for Nema to determine and expand its policy on publicity. In the position that Nema now occupies, it cannot escape publicity, but it should endeavor to direct it.

"More publicity and better publicity should be encouraged, but publicity should be selected with certain objectives in mind.

Objectives of Nema Publicity

"The primary objective of publicity should be the establishing of Nema among all the members of the industry as the spokesman for the industry. Nema must sell the association to Nema members and to the non-members of the industry. Nema must prove its right to leadership of the electrical manufacturing industry.

"Proper publicity can help sell Nema to its members and to members of the industry by:

"1. Increasing the prestige of Nema.

"2. Assisting in getting new members by showing what Nema is doing. New members mean a lower cost to each member.

"3. Helping to build an esprit de corps.

"4. Helping to enlist participation of members in the activities of Nema.

"5. Justifying the time given and the expense of participating in Nema activities.

Create Favorable Reaction

"The second objective is to create a favorable reaction in the minds of the consumer, government officials, the general public, and others for the activities of Nema. Nema is in many instances doing a real public service which could be assisted materially by the creation of favorable reaction in the public mind, at the same time building good will for the association and the industry. Favorable publicity will always have to be earned, and must be considered as a tool to be used in accomplishing certain objectives and not the objective itself.

Groups to Be Reached by Publicity

"To accomplish the objectives certain groups should be reached by the publicity. They are:

"1. Members of Nema.

"2. Non-members of Nema in the industry.

"3. Customers of the industry: (a) utilities, (b) wholesalers, (c) contractors, (d) architects and engineers, (e) other commercial outlets, (f) other industries.

"4. General public: (a) governmental officials, (b) public in general.

"To reach these various groups certain types of media must be used: (1) house organ, (2) trade press, (3) business press, (4) newspapers, (5) special bulletins issued by Nema, (6) addresses given before other organizations.

"The media used will depend on the purpose and particular objective that the publicity is intended to accomplish.

"To give the members the news of what Nema is doing a house organ is the best method, supplemented by special bulletins.

Nema House Organ

"As a house organ Nema has been issuing *Notes and Data.* It is suggested that the name be changed to *Nema News* as being more suited to the contents.

"Members of the electrical industry who are not members of Nema can best be reached by the trade press and special bulletins issued by Nema.

"Customers of the industry and the general public can best be reached by trade, business, and the public press.

"The desirability of accepting invitations by officers and directors of Nema to speak before other organizations cannot be over-emphasized as a means of promoting the interests of Nema as well as the interests of the industry as an industry.

What Publicity Is to Be Issued

"The test to apply in determining what announcements should be made is whether or not the announcement constitutes news to the industry or to the customers or to the general public. If information is news that will be of interest to one or more of these groups it should be issued by the association.

"The alternative is that the information will leak out, probably in garbled form, to the disadvantage of the industry and to the association and its leaders. The trade press, like the newspapers, has as a professional standard that 'news is news' and that their public is entitled to it. A garbled leakage almost inevitably brings in its train a series of misunderstandings and consequent explanations which take a great deal of effort and even expense to correct; and sometimes involving damage requiring a long time to undo.

Timeliness of News

"Conversely, it is a great mistake for an association to try to get publicity for what is not news. Many news releases try to make a story out of nothing. Worse still, they often constitute 'propaganda,' which is not news, attached to a brief item which does constitute legitimate news. Such a publicity policy is usually wasteful of money and effort, and proves unproductive, since it establishes in the minds of the newspaper and magazine profession a suspicion which subjects all other releases to critical scrutiny. A policy of giving out news only if it is news achieves far better results.

"The timeliness of news is a question of quite as great importance as whether or not an item constitutes news or whether it should be issued or withheld. Many a trade association has been criticized by the trade press for withholding news unduly, for keeping the industry in suspense. Not infrequently this criticism has come from those who hoped for a 'scoop,' that is, for the opportunity to publish items in advance of other magazines.

"By and large, it is a sound policy to follow the advice of interested trade press representatives and to issue news releases at the earliest possible date. The trade press is not much interested in news which an industry or its customers have secured by the grapevine channel in advance. In rare instances, there may be good reason for withholding an announcement for some time. If the reasons are adequate, the trade press will practically always observe a trust, and it is better to take the press into one's confidence, requesting the withholding of news until a certain date, than to follow a policy of secrecy which rarely is effective.

Direction of Publicity

"Publicity should be carefully directed by Nema. There should be one person responsible and it is considered best that the direction be in the hands of the managing director. However, there should be an advisory committee (as small as is practical) to advise the managing director on questions of policy. The members of this committee should preferably be located in or adjacent to New York.

"Publicity released should be issued in the name of the association and, wherever possible, should be issued as coming from the president of Nema, the board of governors, chairman of a committee, or the committee itself, or the name of the person most prominently responsible for the results. Approval of the use of names should be given before publicity is released."

Shroyer Awarded First Prize in 'Barrel O' Fun' Contest

DETROIT—R. H. Shroyer, salesman for the Home Store, Kelvinator outlet in Dayton, has been awarded the $1,000 first prize for his activities in the Barrel O' Fun sponsored recently by Kelvinator Corp.

Next 15 prizes were Plymouth sedans, and factory district managers presided at presentations of these awards. Winners were F. T. O'Brien, Seattle wholesale salesman, and the following 14 retail men:

Abe Alperin, Petersburg, Va.; William Beserosky, New Bedford, Mass.; L. S. Black, Phoenix, Ariz.; J. A. Black, Helena, Mont.; McDowell Estes, Morgantown, N. C.; V. L. Gentry, Houston, Tex.; Mrs. C. I. Hoagland, Pueblo; W. Rudolph, Bethlehem, Pa.; C. H. Riggs, Dayton; Clyde Smith, Conneaut; Harold Tasker, New York City; M. E. Vangen, Minneapolis; J. D. Wingate, Inverness, Fla.; and C. A. Walton, St. Louis.

3,500 Salesmen Win Norge Hunt Contest

DETROIT—Some 3,500 Vikings and Norsemen, ace Norge salesmen, are receiving merchandise prizes this month for their sales activities during the Treasure Hunt contest sponsored by Norge Corp. during the summer.

Highest ranker of the entire sales organization is W. K. Barton of Dallas, who wins as one of the three grand prizes a cruise for two to Havana, Columbia, Panama, San Salvador, Guatemala, and Mexico.

Next came Chester D. Briney of Memphis, Tenn. His award is a week's vacation for two in Chicago. George Hutchings of Fort Worth, Texas was third, and received $200 cash.

Food Checked for Theatre Patrons in Chicago

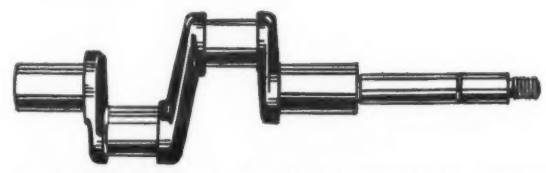
CHICAGO—A movie theater in this city has installed a General Electric refrigerator in the lobby where patrons may check food packages free.

BUYER'S GUIDE

MANUFACTURERS SPECIALIZING IN SERVICE TO THE REFRIGERATION INDUSTRY

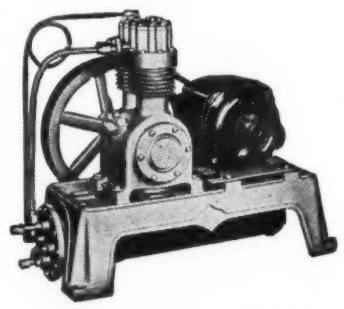
SPECIAL ADVERTISING RATE (this column only)—$12.00 per space.
Payment is required monthly in advance to obtain this special low rate.
Minimum Contract for this column—13 insertions in consecutive issues.

SHAFTS . . . Crank and Eccentric for Compressors, made to YOUR Specifications.



Manufacturers—Send Blue Prints for Quotations.

MODERN MACHINE WORKS, INC.
Specializing in the Manufacture of SHAFTS
2207 Kirkwood Ave. Cudahy, Wisconsin



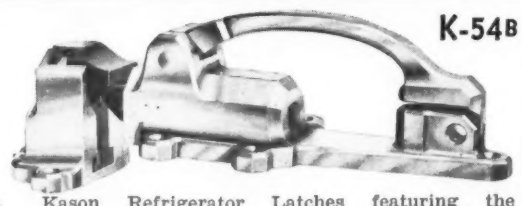
Style EW—Water Cooled With Water Cooled Head

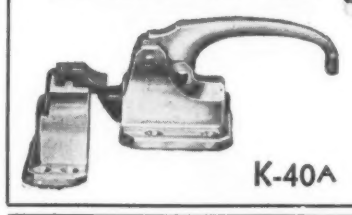
STARR FREEZE
OUTSTANDING PERFORMANCE
attested by satisfied users — EVERYWHERE!

Sturdy Condensing Units from 80 to 2868 Lbs. I.M.E., and all other commercial refrigeration equipment—Wall type cases with machinery—A beautiful household line of modern, conservative styles—Write for full data.

THE STARR COMPANY
Cable "Starr" Richmond, Indiana (factory) U. S. A. Since 1927
1344 S. Flower St., Los Angeles, Calif.

KASON Refrigerator **HARDWARE**





K-40A

K-54B

Kason Refrigerator Latches featuring the famous patented Micrometer strike for hairline offset adjustments and the rugged Forged Brass construction rank foremost in the field of refrigerator hardware. There is a Kason Lock for every refrigerator need.

Write for literature. Samples on approval.

KASON HARDWARE CORPORATION
61 Navy St., Brooklyn, N. Y.

A convenient way to keep your back issues of the News

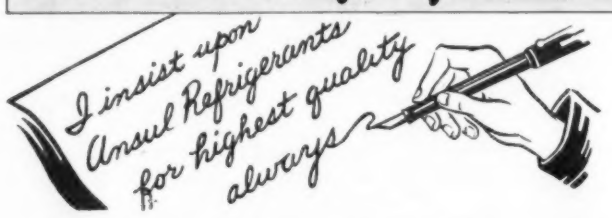
We offer a binder designed and made especially for keeping your file copies of Electric Refrigeration News neat and always available for ready reference.

It is made of stiff board covers, attractively bound in good quality of black imitation leather. The name Electric Refrigeration News is stamped in gold on the front cover and backbone.

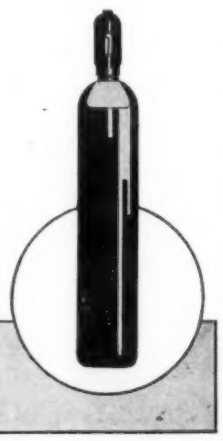
The price is $3.75 shipped to you post paid in the United States and Possessions and Pan-American Postal Union countries. For all Foreign countries, postage based on a shipping weight of 6 pounds must be added to this price. Send your remittance with order. May we send you one?

Electric Refrigeration News, 5229 Cass Ave., Detroit, Mich.

"Note to Refrigerant Buyers"



Ansul can make that statement without reservation. Before a cylinder of Ansul SULPHUR DIOXIDE or Ansul METHYL CHLORIDE leaves our plant it is given an individual analysis to make certain that the quality is such that it will render perfect refrigeration service. It's your assurance of absolute satisfaction.



ANSUL CHEMICAL COMPANY
MARINETTE » » » » » WISCONSIN

IMPORTANT ANNOUNCEMENT

● Large size Henry Dehydratectors, Dehydrators and Strainers are now available to 2 in. nominal pipe size, inclusive.

Write for Information

HENRY VALVE COMPANY
Specialized Valves and Fittings for Refrigeration
1001-19 No. Spaulding Avenue, Chicago, Ill.

QUESTIONS

Absopure 'Agency'

No. 1944 (Sales Representative, France)—"We have read with interest in your issue of July 25 the description of the Absopure compressor.

"Would it be possible for you to send our request to this company for their prices and to make us a proposition for an agency in France?

"Would it be possible also for us to handle their expansion valve?"

Answer: The Absopure Refrigeration Corp. went into receivership several years ago and is no longer in business. Its effects were later absorbed by Universal Cooler Corp. of Detroit. A series of articles giving service instructions on "orphan" refrigerating machines has been published in past issues of ELECTRIC REFRIGERATION NEWS and the article in the July 25 issue was one of this series. Other service articles covering Absopure machines were published in the NEWS as follows: commercial units, July 18 and Aug. 1, 1934, household units, March 25, 1931. Replacement parts are available from the Universal Cooler Corp.

Refrigeration Codes

No. 1945 (Service Co., Illinois)—"Will you kindly send us, or advise us how we may secure copies of any refrigeration codes which may be in effect in the following cities: Baltimore, New York City, Dallas, and Atlanta.

"We are desirous of knowing what restrictions are placed upon installations in these cities. Your prompt attention to this will be much appreciated."

Answer: See below.

No. 1946 (Distributor, Wisconsin)—"The refrigeration distributors in Milwaukee recently met to form an association whereby we are to draw up a refrigeration code to be adopted by the city of Milwaukee for the installation of refrigeration equipment.

"Knowing that several cities have already in effect certain codes, it was our idea that we might be able to have you furnish us with the codes of these various cities, we selecting the points from these various codes for our use here in Milwaukee.

"I was wondering if you could possibly furnish us with these codes or advise us where these codes can be obtained."

Answer: For information concerning codes in effect in the cities mentioned above, write to Mr. H. B. Kirkland, Uniform Legislation Department, National Electrical Manufacturers Association, 155 E. 44th St., New York City.

Refrigerator Saturation

No. 1947 (Advertising Agency, Illinois)—"Can you supply data on saturation of the electric refrigerator market by income groups and by population groups?"

Answer: There is no record available of saturation of household electric refrigerators either by income groups or by population groups. Due to the fact that refrigerators, unlike automobiles, are not subject to periodic registration it has been impossible to make an absolute determination of refrigerator saturation among various ownership groups.

As of the end of September, 1934, we have estimated the national average wired homes saturation to be roughly between 27 per cent and 28 per cent indicating about 5,650,000 household electric refrigerators in use in the United States.

Delivery Trailer

No. 1948 (Dealer, Ohio)—"Can you supply me with the name and address of manufacturer of General Electric Minute Man trailer as shown on page nine of Oct. 24, 1934, ELECTRIC REFRIGERATION NEWS?"

Answer: This delivery trailer is made by Gabriel Mfg. Co., 1407 E. 40th St., Cleveland, Ohio.

'Mayflower' Trade Name

No. 1949 (Manufacturer, Minnesota)—"Can you advise us the trade name of the line of refrigerators that are now being offered by the Winslow-Baker-Meyering Corp., who took over the Trupar Mfg. Co. at Dayton, Ohio?"

Answer: The firm name of Winslow-Baker-Meyering has recently been changed to Dallas E. Winslow, Inc. As far as we know the trade name "Mayflower" has been retained on the line of refrigerators formerly manufactured by Trupar Mfg. Co.

Mayflower commercial refrigeration and air-conditioning equipment formerly made by Trupar Mfg. Co. are being manufactured by Hardy Mfg. Co. of Dayton, Ohio, an independent concern which recently took over these interests.

List of Manufacturers

No. 1950 (Student, Illinois)—"As a student of the Utilities Engineering Institute, I have completed approximately two-thirds of their electric refrigeration course. I would now like to get in touch with a number of manufacturers of refrigerating equipment in order to secure a position in the manufacturing end of the business while completing this training.

"I should greatly appreciate your furnishing me with addresses of a number of such companies with whom I might make a connection and where there would be an opportunity for advancing according to my ability."

Answer: Manufacturers of refrigeration systems, equipment, parts, supplies, materials, and accessories are listed in the 1934 REFRIGERATION DIRECTORY.

Refrigerator Manufacturers

No. 1951 (Wholesaler, Michigan)—"We would appreciate your sending us a list of the names and addresses of electrical refrigerator manufacturers. We are considering adding this line for the 1935 season."

Answer: See below.

No. 1952 (Manufacturers' Agent, New York)—"Will you please furnish us with list of some of the leading manufacturers of electric refrigeration and if convenient a copy of your publication?"

Answer: Manufacturers of household electric refrigerators are listed on page 262 of the 1934 REFRIGERATION DIRECTORY AND MARKET DATA BOOK.

Since publication of the DIRECTORY, the following companies have brought out household units:

Atwater Kent Mfg. Co.
4700 Wissahickon Ave., Philadelphia, Pa.

Fairbanks-Morse Home Appliances, Inc.
430 S. Green St., Chicago, Ill.

May Radio & Refrigeration Corp.
New St. & Morris Ave., Newark, N. J.

National Refrigeration Corp.
924 E. Monument Ave., Dayton, Ohio.

Truscon Steel Co., Cleveland, Ohio.
Electric Refrigeration Dept.

Waukesha Motor Co., Waukesha, Wis.
(Gasoline motor operated.)

The 1935 REFRIGERATION DIRECTORY, scheduled to be out about Feb. 1, will give a revised and up-to-date list of household electric refrigerator manufacturers.

Welsbach Lubricant

In the November 7 issue of ELECTRIC REFRIGERATION NEWS Question No. 1930 requested the following information concerning the lubricant used in Welsbach refrigerating machines:

"1. Kind of lubricant used in Welsbach refrigeration compressors. (It is a black greasy material).

2. Where same can be obtained.

3. Directions as to quantity and method of adding to units in operation."

The Welsbach Company has recently answered these questions. The lubricant used in Welsbach compressors is manufactured solely by the company and can be obtained directly from the factory.

In household models 10 ounces of 7-L lubricant are required and 20 ounces of 3-G lubricant are used in commercial models. These lubricants are put into the compressor by removing the condenser separator cover at the top of the compressor.

Export Managers for Frigidaire Report on Market Improvement

DAYTON—Europe is pulling herself out of the depression by her bootstraps, and business conditions overseas are greatly improved, George D. Riedel, president and managing director of Frigidaire Ltd., export organization handling household and commercial refrigeration and air-conditioning equipment, reported on his arrival here for a conference with E. G. Biechler, president and general manager of Frigidaire Corp.

Mr. Riedel, who maintains headquarters in New York City but spends most of his time overseas, was accompanied by C. F. Dickson, managing director, Frigidaire Ltd., London, England; R. Clark, assistant managing director, Frigidaire, Paris, France; and C. R. Osborn, assistant to general manager, General Motors Export Corp., New York City.

Recently returned from an inspection tour by plane of principal European cities and those in Africa as far south as Cape Town, Mr. Riedel said:

"Business men abroad are carrying on with normal activity, with the result that people are obtaining much more income with which to buy. The recent launching of the huge British liner, Queen Mary, and the speed with which the new French liner, Normandie, is being rushed to completion are typical of the new spirit overseas. Great Britain is particularly bright."

This betterment of conditions generally is reflected in Frigidaire Ltd.'s sales volume. During the past nine months, sales of household refrigerators, commercial refrigeration equipment for retail food and beverage outlets and air-conditioning equipment increased substantially.

Commenting on France, Mr. Clark said: "In France, there is a growing demand for refrigeration equipment, and ours is a constantly ascending curve of sales. This increase should be more accentuated in 1935 than it has been in the past.

"The political situation is quite satisfactory at the present time, and all indications are that it will continue so for some time."

Conditions and confidence are better in England today than they have been at any time since the post-war depression, according to Mr. Dickson.

"Unemployment is down, and a satisfactory feature of the situation is that all the basic industries are showing a steady upward movement," he said.

"Building is on a particularly high tide with obvious direct benefit to the refrigeration industry. This, coupled to the normal development of refrigeration-mindedness in regard to both food and beverages, engenders high confidence in 1935 prospects."

Raborn Sells 98 G-E's to Memphis Apartments

MEMPHIS—Within the past few months, B. M. Raborn, manager of the Memphis store of Tennessee Appliances, Inc., Nashville G-E distributor, has sold 98 General Electric refrigerators for installation in eight Memphis apartment buildings.

Valparaiso Dept. Store Sells Crosley Radios

SOUTH BEND, Ind.—J. E. Davison, president, Davison Sales Co., Crosley distributor here, announces the appointment of J. Lowenstein & Sons' department store, Valparaiso, Ind., as dealer for Crosley radios.

Gilmer Appoints Snyder As District Manager

PHILADELPHIA—L. H. Gilmer Co. of this city has just appointed Earl V. Snyder district manager for all of New York state excepting the New York City area, handling the company's line of industrial belts and belting for power transmission. Mr. Snyder in the past has been associated with American Engineering Co., Babcock & Wilcox Co., and International Motor Co.

CLASSIFIED

RATES: Fifty words or less, one insertion $2.00, additional words four cents each. Three insertions $5.00, additional words ten cents each.

PAYMENT in advance is required for advertising in this column.

REPLIES to advertisements with Box No. should be addressed to Electric Refrigeration News, 5229 Cass Ave., Detroit, Mich.

POSITIONS AVAILABLE

WANTED: refrigeration engineers to sell fin coils. $50.00 a week plus commission and selling expenses. Box 651.

POSITIONS WANTED

COMMERCIAL Sales Manager, Engineer, Branch Manager and Field Man. Has eight years experience with household, commercial refrigeration, and air conditioning. Can handle sales training. Has unusual record, and experience such as few men are ever able to acquire. Experience has been with nationally-known Electric Refrigeration manufacturers. Box 650.

EQUIPMENT FOR SALE

FOR SALE—Used Copeland, Electrolux, Frigidaire, and Kelvinator Household and Commercial Refrigerators at low prices. Dealers and Service Men contact with us. We sell refrigerators as is, re-condition and spray them yourself and save money. Export. Pilgrim Refrigeration Co., 43-47 39th Place, Long Island City, N. Y. Cable Address "Pilgrimice."

HEAVY Compressors for sale: Large Chicago distributor wishes to dispose of used ½ to 10 H.P. Compressors taken in trade F.O.B. Chicago. Examples: ¾ H.P. Kelvinator, 8 flat Multiple equipment complete, with coils and cabinets—$90. 3 H.P. Sterling Methyl condensing unit complete—$110. L. H. Rykken, 3434 Nordica Ave., Chicago, Ill.

ISOBUTANE: Stock up now with Isobutane. Send your cylinders. 5 lbs., $1.50 per lb.; 10 lbs., $1.35 per lb.; 25 lbs., $1.10 per lb.; 50 lbs., $1.00 per lb. For larger quantities write for special quotation to The Standard Refrigeration Co. of Pgh., 1148 Dohrman St., McKees Rocks, Pa. One day service guaranteed. Shipments made C.O.D.

RENTING AND QUOTATIONS WANTED

WANT to rent office space and desire quotations from well equipped plant having ample assembling, drying and testing facilities to build ice machines. We are developers of new sealed compressors, water coolers, small compact refrigerating systems, with orders available. Our credit okay. Location near Detroit preferred. Box 648.

INDEPENDENT SERVICE COMPANIES

HALECTRIC thermostat repair service. B & B, G.E., Cutler-Hammer, Penn, Ranco, Tag., etc. Float valve needles reground and polished. Expansion valves repaired. Gas service, Ethyl, Methyl, Iso-Butane, Sulphur. Your cylinder or ours. Competitive prices. Distributors of "Flawless Brand" tubing. Halectric Laboratory, 1793 Lakeview Road, Cleveland, Ohio.

ALLELECTRIC:—Rebuilding and supplies. All standard make compressor units, bodies, floats, motors, etc., rebuilt with genuine replacement parts. Our shop is equipped with modern machinery; we now reface old shafts, seals, etc., equal to new. Quick service—lowest prices—all labor and material guaranteed. Price list mailed to dealers on request. Allelectric Refrigeration Service Co., Inc., 451 East 163rd St., New York City.

A NATIONAL FIN COIL SERVICE

NOW! PEERLESS FIN COILS AND REFRIGERATION ACCESSORIES are MANUFACTURED in NEW YORK as well as CHICAGO.

With the opening of a complete factory in NEW YORK the eastern ice machine dealer is assured of the same SERVICE and the same QUALITY that have made PEERLESS NON-SOLDERED RETURN BEND FIN COILS the STANDARD of the industry.

The NEW YORK factory is NOT a warehouse—stocking a few miscellaneous sizes of coils—it is a fully equipped factory, capable of shipping the SAME DAY any one of the 24,576 Fin Coils that compose the PEERLESS line.

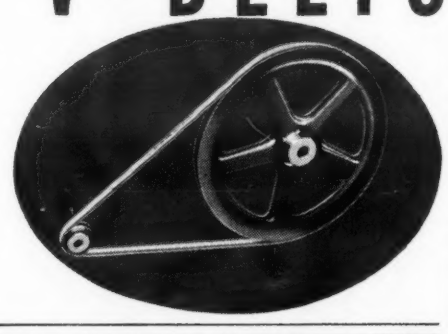
Write—or Wire the nearest PEERLESS factory for your copy of the catalog that will SAVE you money by eliminating useless fin coil Inventories.

PEERLESS ICE MACHINE COMPANY

NEW YORK FACTORY 43-00 36th ST. L.I.C. N.Y.
CHICAGO FACTORY 515 W. 35th STREET—CHICAGO

DAYTON V-BELTS

There is a Dayton V-Belt made especially for all makes and types of refrigerators, washing machines and other appliances. A stock is available near you. Send for price list and name of your nearest distributor.



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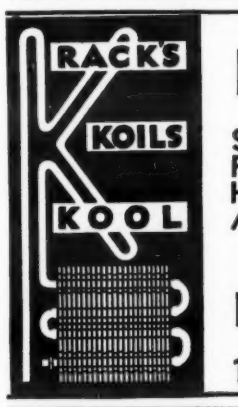

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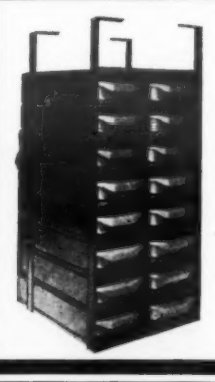

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